

Rec 12-4-74

12-11

WEBSTER COLLEGE

November 26, 1974

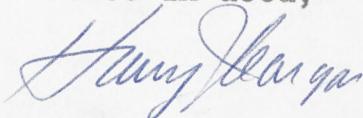
Publicity Director
Nelson Art Gallery
Kansas City, MO

Dear Publicity Director;

I am the Fine Arts critic for the National Catholic Reporter, a newspaper which is based in Kansas City. For my column, I would very much like to do a piece on the Chinese art show when it comes to your gallery. If you could send information about it, I would be grateful.

Thank you.

Peace in deed,



Harry James Cargas
Chairman, English Department

HJC:ml

A G R E E M E N T

BETWEEN

THE U.S. COMMITTEE FOR THE EXHIBITION OF ARCHEOLOGICAL
FINDS OF THE PEOPLE'S REPUBLIC OF CHINA OF THE
NATIONAL GALLERY OF ART OF THE UNITED STATES OF AMERICA

AND THE

COMMITTEE FOR THE ORGANIZATION OF EXHIBITIONS OF
ARCHEOLOGICAL FINDS OF THE PEOPLE'S REPUBLIC OF CHINA
CONCERNING THE EXHIBITION OF
ARCHEOLOGICAL FINDS OF THE PEOPLE'S REPUBLIC OF CHINA

Subject to the exchange of letters between Yu Chan, Vice-Minister of Foreign Affairs of the People's Republic of China, and George H.W. Bush, Chief of the Liaison Office of the United States of America to China, concerning the Exhibition of Archeological Finds of the People's Republic of China, the U.S. Committee for the Exhibition of Archeological Finds of the People's Republic of China of the National Gallery of Art of the United States of America (hereinafter referred to as the U.S. side) and the Committee for the Organization of Exhibitions of Archeological Finds of the People's Republic of China (hereinafter referred to as the Chinese side) have agreed as follows:

Article I

The Chinese side shall provide the U.S. side with the objects to be exhibited. Annex A to the above-mentioned exchange of letters contains a list of the objects, and Annex B gives their individual valuations.

The U.S. side shall make no alterations in regard to the name, foreword, charts and captions of the Exhibition and the order of display of the objects as prescribed by the Chinese side.

Article II

Each object shall be photographed, and, where an object has been damaged or repaired, as many photographs as are necessary will be taken of it. At the time of handing over in Toronto and Peking, the representatives of both sides shall verify these photographs with the objects and sign the relevant photographs. The U.S. side is responsible for returning the original objects to the Chinese side.

Article III

The procedure for handing over the objects from the Chinese side to the U.S. side shall take place in Toronto. Representatives of both sides shall be present at the moment of handover and packing. Each object shall be examined and a report written on it, which shall be signed by the representatives of both sides. When the objects are unpacked after arrival in the United States, the representatives of both sides shall examine the objects and write and sign reports on them.

Article IV

When the objects are returned to Peking after close of the Exhibition and when they are handed over by the U.S. side to the Chinese side, the representatives of both sides shall examine the condition of the objects and sign the reports which they have written on them.

Article V

After the objects have been put into showcases in the United States, the showcases shall be immediately sealed with pieces of paper on which the representatives of both sides have affixed their signatures, and neither side may break the seals unilaterally. While the objects are in the United States, they may not be taken out of the showcases for reproduction, copying or photographing without permission of the Chinese side.

Article VI

With the exception of the costs of transportation of the objects as provided for in the exchange of letters between Vice-Foreign Minister Yu Chan and Chief of the U.S. Liaison Office George H.W. Bush concerning the Exhibition of Archeological Finds of the People's Republic of China, the other costs of the Exhibition shall be dealt with according to the following provisions:

(1) The Chinese side shall bear the costs of assembling the objects and packing them in China.

(2) The U.S. side shall bear all the costs connected with the mounting of the Exhibition in the United States and prior to their handover to the Chinese side in Peking.

(3) The Chinese side will send four officials and one interpreter to escort the Exhibition. Their travel costs to and from the United States shall be paid by the Chinese side. The U.S. side shall bear the board, lodging, traveling and medical costs while the four officials and interpreter are in the United States.

Article VII

The proceeds of the Exhibition will go to the U.S. side.

Article VIII

The Chinese side shall supply the U.S. side with the documentaries "New Discoveries in Archeology" and "Cultural Relics Discovered During the Cultural Revolution" for showing in the United States.

Article IX

Any differences which may arise in carrying out the terms of this Agreement shall be settled through consultations between the representatives of the two sides. If necessary, these differences shall be referred to the official organs of the two countries.

Article X

This Agreement shall come into force on signature and shall remain in force until the complete fulfillment by the two sides of all their obligations arising therefrom.

Done in duplicate at Peking on October 28, 1974, in the English and Chinese languages, both texts being equally authentic.

For the
U.S. Committee for the Exhibition of Archeological Finds of the People's Republic of China of the National Gallery of Art of the United States of America

Lyndon B. Johnson

For the
Committee for the Organization of Exhibitions of Archeological Finds of the People's Republic of China

丁惟恕

TY
B
M
Peking, October 28, 1974

Excellency:

I have the honor to refer to your letter of today's date regarding the holding of "The Exhibition of Archeological Finds of the People's Republic of China" in the United States. This letter reads in translation as follows:

"Excellency:

"When Dr. Henry A. Kissinger, Assistant to the President of the United States of America on National Security Affairs, was on a visit to the People's Republic of China in February, 1973, he expressed to the Chinese Government the hope that the Exhibition of Archeological Finds of the People's Republic of China would be held in the United States. I have the honor to inform Your Excellency that, with a view to promoting understanding and friendship between the Chinese and American peoples, the Chinese Government is agreeable to the holding of this Exhibition at the National Gallery of Art in Washington, D.C. and at the Nelson Gallery-Atkins Museum in Kansas City, Missouri, from December 8, 1974 to June 7, 1975.

"To ensure the complete success of the Exhibition, I wish to call Your Excellency's attention to the following points:

"1. The body responsible for the Exhibition on the Chinese side is the Committee for the Organization of Exhibitions of Archeological Finds of the People's Republic of China. It will sign an agreement on specific arrangements for the Exhibition with a corresponding body of the United States.

"2. Annex A contains a list of the objects to be exhibited. Individual valuations of these objects are listed in Annex B. These annexes shall not be subject to modification except with the consent of the bodies responsible for the Exhibition on both sides.

His Excellency Yu Chan, Vice-Minister of Foreign Affairs of the People's Republic of China

"3. The United States Government guarantees judicial and administrative immunity for the objects listed in Annex A while they are in the United States. The United States side shall adopt comprehensive measures to ensure the security of the objects after their entry into the territory of the United States and to facilitate the smooth handling of the Exhibition.

"4. The objects shall be handed over by a representative of the Chinese Government to a representative of the United States Government in Toronto, and, after the close of the Exhibition, they shall be handed over in Peking by a representative of the United States Government to a representative of the Chinese Government. The procedure for handing over the objects shall be determined between the bodies responsible for the Exhibition on the two sides.

"5. In the event of loss or damage of the objects during shipment from Toronto to Washington, D.C. or while they are in the United States or en route from Kansas City, Missouri back to Peking, the United States Government shall indemnify the Chinese Government in accordance with the valuations of the objects as listed in Annex B.

"In the event that loss or damage results from acts of force majeure -- crash of aircraft, war or warlike operations and strong earthquakes -- indemnification shall be paid at a rate of 50 percent of the valuations of the objects as listed in Annex B.

"6. The United States Government shall be responsible for the costs of transportation of the objects from Toronto to Washington, D.C., from Washington, D.C. to Kansas City, Missouri, and from Kansas City, Missouri to Peking. The means of transport shall be provided by the United States side.

"7. Any questions or disputes which may arise in connection with the holding of this Exhibition shall be settled through consultations between the official organs of the two countries.

"If Your Excellency would kindly confirm the above-mentioned points in a letter of reply, this letter and Your Excellency's reply shall constitute an agreement between our two sides.

"I avail myself of this opportunity to express to Your Excellency the assurances of my highest consideration.

(Signed) Yu Chan
Vice-Minister of Foreign Affairs
of the People's Republic of China"

I am pleased to confirm the above-mentioned points and to agree that Your Excellency's letter and this reply constitute an agreement between our two sides.

I am further pleased to state that in connection with Point 1 of your letter, the corresponding United States body responsible for the Exhibition on the United States side is the United States Committee for the Exhibition of Archeological Finds of the People's Republic of China of the National Gallery of Art of the United States of America.

I avail myself of this opportunity to express to Your Excellency the assurances of my highest consideration.

George H.W. Bush
Chief of the Liaison Office
United States of America in
the People's Republic of China

Excellency:

I have the honor to refer to the exchange of letters and the agreement of today's date relating to the holding in the United States of "The Exhibition of the Archeological Finds of the People's Republic of China."

The following discussion is intended to express the views and understandings of the United States Government concerning various elements of the letters and the protocol which were raised during the course of the negotiations.

In connection with Point 4 of your letter, it is understood that the exhibits would be handed over to the US side approximately eight days after the exhibition closes in Toronto and will be handed back to the Chinese Government in Peking approximately 13 days after the exhibition closes in Kansas City to a representative of the Chinese Government.

In connection with Point 5 of your letter, it is understood that the phrase "during shipment from Toronto to Washington, or while they are in the United States or enroute from Kansas City back to Peking", shall be taken to mean during the period subsequent to loading on the aircraft at Toronto Airport and prior to being handed back in Peking to a representative of the Chinese Government.

In further connection with Point 5 of your letter, it is understood that in the event of partial loss or damage, indemnification shall be made in proportion to the loss or damage as such proportion may be agreed upon in friendly consultations between the two governments.

In connection with Article VI of the agreement, it is understood that assembling the objects in Toronto, packing them, transporting them to the means of transport to the United States and loading them aboard the means of transport shall not be the responsibility of the United States side.

I avail myself of this opportunity to express to your Excellency the assurances of my highest consideration.

George Bush
Chief of the Liaison Office
of the United States of America

12-11

December 6, 1974

Fine Arts Critic

National Catholic Reporter

Mr. Harry James Cargas
Chairman, English Department
Webster College
470 East Lockwood
St. Louis, Missouri 63119

Dear Mr. Cargas:

Your letter of November 16th has been forwarded to this office.

Relative to your request for information on the exhibition "Archaeological Finds of the People's Republic of China," I am enclosing some material which I believe you will find helpful.

The exhibition will be housed at the Nelson Gallery April 20th through June 8th. Our coordinating office has just opened and we are in the process of finalizing the many areas that surround such an undertaking as this. Within a few weeks full promotional material will be available and your letter will be kept on file so that you can receive additional literature which might prove helpful.

Please feel free to contact us again, if we can be of further assistance. Also would you please furnish this office with the date and copy of your article, when it is to appear etc. We would very much appreciate your help in this matter.

Sincerely,

Mrs. Lois Stock
Project Secretary
Chinese Archaeological Treasurers (C.A.T.)

:las
Enclosures: News Release; Essay by Thomas Lawton

cc Marc

(913) 296-3335

December 11, 1974

Miss Romalyn Tilghman
Executive Director
Association of Community Art Councils
of Kansas
117 West 10th Street
Topeka, Kansas 66212

Re: Press Release in
Ensemble - January

Dear Romalyn:

Thank you for your call this morning. I am enclosing the material we spoke of for your information.

Our coordinating office has just opened and we are in the process of finalizing all hours for viewing the exhibition Archaeological Finds of the People's Republic of China. The Exhibition will open at the Nelson Gallery Sunday, April 20th and run through Sunday, June 8th, a period of seven weeks.

I have included a copy of the form used in the office to accept phone reservations showing all information necessary to properly schedule any group. We also encourage people to write as well as phone. Perhaps you may wish to use this in your Newsletter.

The exhibition will be open seven days a week. Reservations will also be accepted for groups wishing to tour our permanent collections, and we encourage them to do so. Of particular interest in conjunction with this show is the Nelson Gallery's own superb collection of Chinese and Oriental art known throughout the world.

If I can be of further assistance please feel free to contact me. When corresponding would you someplace on your letter use the Code No. 12-11 for office reference purposes. Again, many thanks for your interest.

Sincerely,

Mrs. Lois Stock
Project Secretary
Chinese Archaeological Treasurers (C.A.T.)

Enclosures: Essay-Tom Lawton; News Release; Copy of office Scheduling form

copy requested of article

cc Marc Wilson

Dec. Gallery Calendar also sent

IMPORTANT

He called Friday Afternoon late

1-10-75

Publicity - Bell Telephone Company - Their mailing insert which accompanies monthly bill

Need information 60 days in advance

Marc:

Mr. Don Lottmann
500 East 8th Street
Room 1394
Public Relations Department
Southwestern Bell Telephone Co.
275-8571

They would like to include promotional material on bill insert. Would like to come to gallery to discuss this

These billings would be going out in Missouri area. Give him promotional material.

Also could he possibly connect us with someone in a similar position with our Bell Offices such as Rocky Mountain Bell?

Marc has talked to hem

P

Y

January 14, 1975

To: Mr. Sickman and Marc

From: Lois

Subject: Possible educational kit to be sold to groups wishing to have some kind of presentation beforehand but where a lecture is neither wanted nor practical.

A kit containing a cassette and slides can be developed for about \$2.50 for a cassette narrative and about \$.25 for each slide, sequentially numbered. Or a written script could be substituted for the cassette. Possibly 15 or 20 slides would be enough to serve the purpose.

We have actually had two requests for this type of presentation. One from an AAUW group in Fayette, Mo. and one from a Teacher responsible for the curriculum of 900 elementary school children in Blue Springs.

In relation to teachers --- we have had a call from Diane Molton, Instructional Services -- Channel 19. She would like to tape a program especially geared to helping teachers present the Exhibition properly to their students. This would be aired over "Teacher Talk" which shows the same program twice in one week --- 6 p.m. Weds. and 8 a.m. Friday. She was suggesting airing about April 9th but would like to come out and talk with someone here to find best way to handle it.

Channel 19 serves approximately 120,000 school children.

C
O
P
Y

Complementary Magazine Publications General Information -

Advance Booking: CHINESE ARCHAEOLOGICAL TREASURES

Name of Group

Shen Hsueh Magazine
No.

Date Received

1-16-75

Group Representative:

Wade Miller

City

State

Address

10 E. 44th St.

City, State, Zip

K. C. Mo.

Phone

64111

Check enclosed for Tickets -

Amount \$

will come in to pick up PRC

Day and Date Requested for C.A.T. Booking

Time

1st Choice

Catalogue 1-28-75

2nd Choice

Mar 'OK ed' free

3rd Choice

copy

We (do, do not) Desire
booking for tour of your
permanent collections.

Check if desired --

General _____ Oriental _____

Other _____

Lunch for groups by reservation only; check if information
desired. _____

Has ~~Has~~ Envelop & label

Arriving Gallery via
No. of vehicles

Bus

Car

Accommodations while in Kansas City

Office Use Only: Daily Master _____; Log _____; Daily Conf. _____; Card File _____;

Folder _____; Group Listing _____; Edc. _____; C.L. _____; Letters 1-27-75: _____ : _____ :

Info. Pkt. _____; Tickets _____; Recp't. Sent _____; Monthly Coded Clndr. _____

Phone ✓

Letter _____

THE SACRAMENTO BEE



SACRAMENTO, CALIFORNIA

1-17-75

Nelson-Atkins Gallery,
Kansas City, Mo.

Gentlemen:

I note in John Canaday's column for Sunday that the famous exhibition of Chinese archaeological finds will be in your museum in April.

There is an outside chance that I will be able to visit the exhibition. Can you send me copies of announcements and any other releases you may be preparing in connection with the exhibition?

Yours very truly

Charles B. Johnson

Charles B. Johnson, Bee art critic

Refile

Carl Byoir & Associates, Inc.

January 21, 1975

Mr. Marc F. Wilson
Curator of Oriental Art
Nelson Gallery - Atkins Museum
4525 Oak Street
Kansas City, Mo. 64111

Dear Marc:

To get started with our project, I'm enclosing two items -- a mock-up on a "Press Kit" (information kit) jacket and a proposed first release concerning the collection's move to KC.

For the jacket, please have your printer (Burd & Fletcher) give us a cost on a quantity of 500. Unless you want to use them for general purposes, we'd restrict their distribution to news media persons and selected VIPs. For my purposes, 500 should be sufficient. Eventually, the jacket will contain "news" materials, such as stories, background descriptions, biographies, and captioned photographs. Please determine how much time your printer needs to get them into our hands. Note that this is a rough layout, and we'd appreciate their working with us on the graphics. Your existing exhibition letterhead will provide the type styles, colors, etc.

As for the release, I'd like to get a clearance on this and have it ready to go as soon as I get established there. Again, we should use your exhibition letterhead as the first page. I'll confirm quantities with you when we talk. Note that I have deliberately borrowed much language from the existing "news release" but have given it specific Kansas City orientation. It's important that we give this release wide circulation (Byoir's New York office will assist with national distribution) as soon as I get on board there. I hope that we won't have to put it through the political mill since we're sticking close to language already cleared.

I'll be calling you in the next couple of days.

Sincerely,

Rob

Robert K. (Rob) Martin

RKM/mp
Encl.

cc: Mr. Lawrence Sickman



DEPARTMENT OF STATE

Washington, D.C. 20520

January 22, 1975

Dr. Lawrence Sickman
Nelson Gallery - Atkins Museum
4525 Oak Street
Kansas City, Missouri 64111

Dear Dr. Sickman:

I can just imagine how busy you have been preparing for the show. I have just recently returned from a three week vacation and am just now beginning to focus on the Kansas City portion of the Exhibition. Meredith Palmer has been in contact with Mark Wilson and has filled me in on some of your plans. It sounds like things are moving ahead full stream.

Enclosed with this letter is a full set of documents constituting the basic formal agreement between ourselves and the PRC on the Exhibition. It includes a government-to-government section, which is in the form of an exchange of letters between PRC vice-Foreign Minister Yu Chan and Director of the US Liaison Office in Peking, George Bush, an agreement between the two committees for the Exhibition, and a note of understanding which we presented to the Chinese at the time of signing in Peking. The purpose of this note was to present our understanding of certain sections of the agreement which we considered unclear or incomplete in the agreement document. During the showing of the Exhibition in Kansas City, the Nelson Gallery will effectively represent the "US Committee" or the "US side" as mentioned in the agreements.

Aside from this formal agreement, there are a number of oral understandings which were discussed during the negotiations in Peking. They are:

1. The US agreed to transport the exhibition from Washington to Kansas City aboard two 707-size aircrafts. You are already aware that the National Endowment for the Humanities will most likely be financing the transportation and I am told you have already been in contact with them on this matter.
2. Plans for security of the Exhibition will be provided, in advance, to the PRC Liaison Office. During our visit to Kansas City at the end of October, the PRC officials asked for a memorandum

outlining the Gallery's security plans for the exhibition. If you have not already provided such a report, it should be sent to the Liaison Office.

3. The Chinese have asked that copies of publicity material prepared by the Gallery be provided them in advance. This does not give the Chinese, however, right of approval.
4. The US side will reimburse the Chinese side for expenses, editorial and otherwise, in connection with materials provided for publicity. The National Gallery is now in the process of negotiating the percentages with the Chinese and I will keep you informed as to the development on this matter.
5. The US side will not change the sequence of the exhibits in general, although some minor modifications can be made with the approval of the curators.
6. The Chinese expect the exhibits to be packed and ready for shipment from eight to ten days after the closing of the Exhibition.
7. The Chinese side would like 300 copies of all major publicity materials. This would include catalogues, posters, brochures etc.

I will be in contact with you in the near future concerning security, opening ceremonies, a visit by the curators and other details. If you have any questions concerning any of the enclosed documents, the oral understandings or any other aspect of the show, please feel free to contact me.

I am looking forward to working closely with you on the Exhibition.

Sincerely yours,

Murray Zinoman
Murray Zinoman
China Program Officer
Office of East Asian and Pacific Programs
Bureau of Educational and Cultural Affairs

Enclosures
As Stated

Bi-Centennial - Bi
Mrs. Himmelstein

Interested in coordinating the
Chinese Exhibition with K.C.'s
125th anniversary this spring.

Some of the member os the K.C. *meeting*
Municipal Council ~~who also on the~~ *with*
The Bi-Centennial Commission are also
members of the(FOA and SOF.)

?

Exect. Dir.

Miss Carolyn Stockwell Levy

421-1776

Will put this request in writing
to Rob Martin.

They are having their weekly meeting
Monday - Aware of Mr. Martin capacity
with this exhibition

Advance Booking : CHINESE ARCHAEOLOGICAL TREASURES

Date Received 1-22-75

Name of Group Bi-Centennial Commission

Group Representative : Mrs. Sophie Himmelstein

Address City Hall - 13th Floor

City, State, Zip 3141 E. 12th St.

Phone Kansas City, Missouri 64106

City

State

Check enclosed for Tickets-

Amount \$

Day and Date Requested for C.A.T. Booking

Time

1st Choice _____

2nd Choice _____

3rd Choice _____

We (do, do not) desire
booking for tour of your
permanent collections.

Check if desired - -

General _____ Oriental _____

Other _____

Lunch for groups by reservation only; check if information
desired. _____

Arriving Gallery via

Bus

Car

Accommodations while in Kansas City

No. of Vehicles _____

Office Use Only: Daily Master _____; Log ; Daily Conf. _____; Card File _____;

Folder _____; Group Listing _____; Edc. _____; C.L. _____; Letters _____; _____; _____;

Info. Pckt. _____; Tickets _____; Recp't. Sent _____; Monthly Coded Clndr. _____

Phone Letter _____

SEND GENERAL

INFO

she wants to
receive our other gallery mailings
will notify Jan McKenna

Fred Boehner - you have received
his correspondence

Advance Booking : CHINESE ARCHAEOLOGICAL TREASURES

Name of Group _____

Ex. _____

Date Received _____

Group Representative : *Red (Stricken) Bockner*

Publicity
City _____

State _____

Address _____

City, State, Zip _____

Phone _____

Day and Date Requested for C.A.T. Booking

Time _____

1st Choice _____

2nd Choice _____

3rd Choice _____

Check enclosed for Tickets-
Amount \$ _____

We (do, do not) desire
booking for tour of your
permanent collections.

Check if desired --

General _____ Oriental _____

Other _____

Lunch for groups by reservation only; check if information
desired. _____

Arriving Gallery via

Bus _____ Car _____

Accommodations while in Kansas City

No. of Vehicles _____

Office Use Only: Daily Master _____; Log _____; Daily Conf. _____; Card File _____;

Folder _____; Group Listing _____; Edc. _____; C.L. _____; Letters _____; _____; _____;

Rec'd. _____; Tickets _____; Recp't. Sent _____; Monthly Coded Clndr. _____

Phone _____

Letter _____

BOEHNER-SCHIEB

ADVERTISING/PUBLIC RELATIONS, INC.

4121 WEST 83RD STREET

PRAIRIE VILLAGE, KANSAS 66208

913/383-3636

January 28, 1975

Mr. Robert Martin
c/o Chinese Exhibition
Nelson-Atkins Art Galleries
45th & Oak
Kansas City, Missouri

Dear Mr. Martin:

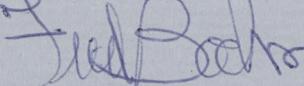
If you can use the services of a local public relations firm with all the right media contacts, give me a call.

I realize you may not have much of a promotional budget, if any at all. We'll be glad to help out in any way we can.

Our experience in the areas of entertainment, the arts, and grand openings is quite extensive, which I believe would be quite helpful to you in the planning stages of this exhibit.

At any rate, we stand ready.

Sincerely yours,


Fred L. Boehner

FLB/nw

January 31, 1975

C

Mrs. Sophie Himmelstein
City Hall - 13th Floor
414 East 12th Street
Kansas City, Missouri 64106

O

Dear Mrs. Himmelstein:

P

Y

Mrs. Lois Stock

Temporary Information Sheet & Supplement; Essay; Press Release;
Nelson Gallery Brochure; Spring Schedule

Please forgive my delay in answering your request. If we can be of
further help please give us a call.

January 31, 1975

Mrs. Leslie Conron
622 East Meyer Boulevard
Kansas City, Missouri 64131

Re: Publicity

Dear Mrs. Conron:

Mrs. Lois Stock

Temp. Information Sheet & Supplement; Essay;

Please excuse the form letter - we are passing your information and offer along to Mr. Martin. He should be in touch with you in a week or so.

Advance Booking : CHINESE ARCHAEOLOGICAL TREASURES

Name of Group

Brannif International

Date Received

Apr 1970

Group Representative :

Jack Witherpoon

City

State

301 E. Aransas

Suite 400

Check enclosed for Tickets-
Amount \$ _____

Address

City, State, Zip.

Phone

Ph 3-6411

Time

Day and Date Requested for C.A.T. Booking

1st Choice

2nd Choice

3rd Choice

We (do, do not) desire
booking for tour of your
permanent collections.

Check if desired - -

General _____ Oriental _____

Other _____

Lunch for groups by reservation only; check if information
desired. _____

info sent 1-31

Arriving Gallery via

Bus _____

Car _____

Accommodations while in Kansas City

No. of Vehicles

Office Use Only: Daily Master _____; Log _____; Daily Conf. _____; Card File _____;

older _____; Group Listing _____; Edc. _____; C.L. _____; Letters _____; _____; _____;

Pckt. _____; Tickets _____; Recp't. Sent _____; Monthly Coded Clndr. _____

Phone _____ Letter _____

MEMO

SUBJECT: KANSAS CITY MAGAZINE

Phone call from Miss Ronda Weneck January 31, 1975

KANSAS CITY MAGAZINE will publish a commemorative issue on Kansas City April 1 - will feature the Chinese Exhibition in this issue.

She would like to make copies of this issue available in hotels where visitors to the Exhibition will be staying. (Told her to notify Convention & Visitors Bureau)

In addition, she would like for copies of this issue to be on sale in the Nelson Gallery bookshop. Miss Weneck would like a confirmation on this possibility by the end of next week. (If possible - confirmation is desired as soon as possible). *

KANSAS CITY MAGAZINE
MISS RONDA WENECK
600 TEN MAIN CENTER
KANSAS CITY, MISSOURI 64105

Phone - 221-2424

* Do you want to handle this immediately or tell Miss Weneck that she will just have to wait for an answer?

They also are doing a mailing and want a photograph to use on their mailing piece - transferred to Jean Drotts to see if she had black and white glossy of Horse's Head to give her.

Braniff - Jack Witherspoon just
called wanting general information
They could probably use quantities of
our promotional material such as
brochures and posters - Could contact
to see in what whay they could be of
help in spreading the word

January 31, 1975

Mr. Jack Witherspoon
Braniff International
301 East Armour
Suite 400
Kansas City, Missouri 64111

Dear Mr. Witherspoon:

Mrs. Lois Stock

Temporary Information Sheet & Supplement; Essay; Press
Release; Nelson Gallery Brochure

Mr. Witherspoon, I am presenting your interest to Mr. Rob Martin of
this office, who will carry much of the responsibility relating to
public relations and publicity aspect of the Exhibition.

Miss Judie Butler
C/O Continental Airlines
1919 Ten Main Center
Kansas City, Missouri 64105

Phone - 221-2680

Interested in material for
an article on the Chinese
Exhibition for an "in-flight"
magazine

will send her
general info.

February 3, 1975

Called her
2/12/75
material sent
to L.A.
BHN

General information regarding guided tours given by the Education Department during the Chinese Archaeological Exhibition.

The following guided tours will be available:

General Tour of the Gallery's Permanent Collection

Days offered: Tuesday through Saturday
2 guides available per hour - (maximum 25 per guide)

Times offered: 10:00a.m. - 11:00a.m. - 12 noon - 2:00p.m.

Introduction to China (50¢ fee - per person)

no 11:00p.m.

Days offered: Tuesday through Friday
2 guides available per hour - (maximum 25 per guide)

Times offered: 11:00a.m. - 12 noon - 1:00p.m.

Days offered: Saturday
2 guides per hour - (maximum 25 per guide)

Times offered: 11:30a.m. - 12:30p.m. - 1:30p.m. - 2:30p.m.

NO TOURS ON MONDAYS OR SUNDAYS

Groups must call or write in advance in order to arrange tours:

Education Department
Nelson Gallery-Atkins Museum
4525 Oak Street
Kansas City, Missouri 64111

Telephone: 561 4000

Due to problems in accommodation, it will not be possible to schedule Elementary or Junior High School groups for these additional gallery tours.

C

February 10, 1975

O

Mr. Philip Thompkins, Associate Director
General Library
University of Missouri at Kansas City
5100 Rockhill Road
Kanaas City, Missouri 64110

P
Y

We have some material at last. Small and large posters as well as brochures.

We received your check for the catalogues. Thanks much.

I am enclosing an updated bibliography, but again it is not necessarily in its final form, but I am using this in our regular mailing for want of another. I believe it is pretty comprehensive.

Call or come by and we will try to furnish you with the brochures etc. that you need.

Sincerely,

Mrs. Lois Stock
The Chinese Exhibition

Enclosure: bibliography

Wed 2:50 pm 2/12

MARC:

Mary Hale (Phillips Hotel)

842-7550

Dinner mtg at the Plaza Inn March 18 (cocktails 6-7)
dinner 7

This is a mtg of the hotel greeters, ast mgrs, resr
mgrs etc and would love to have you as their guest
that evening and brief these people w/the same kind
of info you gave the hotel PRs'.

Please advise

*Please confirm for
Mary + me.
Rob Karpas*

Jean D

2/14/75

C

Mid-West Photo, Inc.
P. O. Box 686
Omaha, Neb. 68101

D

Dear Sir:

P

In anticipation of the Exhibition of Archaeological Finds of the People's Republic of China, we would appreciate your sending a price list regarding the printing of 8 X 10 Black and White, Glossy photographs. Because of the large quantity needed and the limited time until the opening of the exhibition (April 20, 1975), we would also appreciate an estimate of time involved in printing a quantity of approximately 5,000.

Thank you for your consideration of this matter.

V

Very truly yours,

Beverly Rosenberg

Date: Feb. 14, 1975

To: The William Rockhill
Helson Gallery,
Atkins Museum,
Kansas City, Mo.



Lebanon Advertiser

Commercial Printing and Newspaper

309 W. St. Louis St. (Box 126) Lebanon, Ill. 62254

618/537-4498

Subject: Chinese Exhibit

Do You have literature and/or a program or schedule of exhibit hours for the Chinese exhibit which I understand you will have from April 20 to June 6, 1975? If so, will you please send me a copy.

Thank You,

Leon church

Leon H. Church Helen S. Church Harrison L. Church

(For convenience in reply, if desired, use space below.)

MEMORANDUM

2/14/75

TO: Judy Modell
FROM: Rob Martin
SUBJECT: KING FEATURES Article

Dear Judy,

I have your memorandum of 2/5/75 in hand and am working on it. We will have the proposed article in your hands no later than 2/26/75. As for the black and white photography, they will follow soon after along with appropriate caption material.

I see no problem with gallery officials' providing the information you need, despite what I may have suggested to you in our phone conversation. In fact, I think that this type of article can provide an extremely valuable public service as it relates to individual questions about art collecting.

I'll be in touch and if you have any other questions, don't hesitate to call me.

cc: John Budd
BLCC Bill Waddell

MEMORANDUM

2/14/75

TO: Larry Lubenow
FROM: Rob Martin

Dear Larry,

I am writing this memo on the Chinese Exhibition letterhead for your interest.

I am settled in K.C. and am presently buried under projects and paperwork.

Your memorandum of 1/28/74 outlining the status of various exhibition-oriented projects is very much appreciated. I am going to work on it as quickly as possible and will keep you updated. When you're here in March, I'll be able to fill you in in detail and also provide you and insight and perspective that will be difficult to achieve in writing.

Again, thanks for your deep interest and offer of assistance.

See you soon.

cc: John Budd

bc: Bill Waddell

2/14/75

MEMORANDUM

2/14/75

TO: Richard Woodley
FROM: Rob Martin
SUBJECT: NEWSWEEK

Dear Dick,

We are appreciative of your efforts in connection with The Chinese Exhibition.

Certainly, we want to do everything we can to obtain the NEWSWEEK coverage. In this regard I will be sending you copies of all printed publicity materials and photographs as they become available. Please understand that much of this material will not become available for media purposes until a couple of weeks before the opening of the exhibition here. This is because of necessary "review" procedures with the Chinese.

Doubtless, NEWSWEEK has already compiled a large amount of material including color and black and white photographs of the exhibition. However, we would like to assure as much as possible, that the magazine is properly up to date on "current terminology". (The Chinese have shown themselves to be, as you are probably aware, unpredictable, changeable, and to use the old cliche, inscrutable)

MEMORANDUM

-2-

Obviously we don't know what individual pictorial views of the collection that NEWSWEEK already has; we can provide them a selected number of color and black and white, but we don't have access to copies of photos of every piece in the collection.

Thanks again for your help.

RHM

cc: John Budd
Larry Lubenow


*BC
Bill
Waddell*

Mr. Neal Robinson
Columbia Travel
1211 East Broadway
Columbia, Mo. 65201
(4/ 314) 442-2255

Mr. Robinson wants to do some promotional work relating to the Chinese Exhibition. Primarily I believe this is to get groups from that area to come to the exhibition. He would like some line drawings for publicity use or perhaps a black and white glossy of the Horse's Head would be of help.

deadline?
B&W soon
glossy
Gen Inf
Packet

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China
The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts
April 20th to June 8th, 1975

中华人民共和国出土文物展览

MEMORANDUM

2/17/75

✓ TO: Marc Wilson
FROM: Rob Martin *RM*
SUBJECT: Photo Clearances
cc: Larry Sickman

Per our discussion regarding photo clearances, here's the suggested copy for the rubber stamp which would be used on all Chinese photographs which we release.

This photograph is being distributed by the Nelson Gallery-Atkins Museum, Kansas City, Mo. for informational purposes relating to "The Exhibition of Archaeological Finds of the People's Republic of China." Permission for reproduction should be obtained from the Liaison Office of the People's Republic of China in the United States of America, 2300 Connecticut Ave. N. W., Washington, D. C. 20008

Hopefully, this text will please Mr. Hsieh and also keep us off-the-hook.

Your letter to Hsieh should emphasize the "noncompliant" nature of the U.S. press; then it should assure him that we will provide a list of all media which make inquiry and/or to whom we provide photographic materials.

2/14/75
3/15

BOB PIERCE- PORTLAND ART MUSEUM

WANTS: Black and White photo of (preferably) Horse's Head Logo for use on illustrated hand out sheet and newsletter.

DEADLINE: Latest possible date is Wednesday of next week

MAILING ADDRESS: Portland Art Museum
S. W. Park and Madison
Portland, Oregon 97205

February 17, 1975

C Mrs. Helen Downie
Royal Ontario Museum
100 Queen's Park
Toronto, Ontario
Canada M5S 2C6

O Dear Mrs. Downie:

In preparing for The Chinese Exhibition, Marc Wilson and I realize that we need a number of sets of the slide packets earlier than previously planned.

P Would you send us 100 sets as soon as possible? The remaining 400 may be shipped to reach us in early April.

We'll be grateful for your promptness in getting these initial sets to us.

Y Sincerely,

Robert K. (Rob) Martin
Project Director

RM/br

COPIES

February 17, 1975

Mr. Bob Pierce
Portland Art Museum
S. W. Park and Madison
Portland, Oregon 97205

Dear Mr. Pierce:

In answer to your phone request of 2/14/75, we are sending you¹ a black and white 8 X 10 glossy print showing the famous Flying Celestial Horse for use in your newslwtter.

The Flying Celestial Horse is article No. 218 in "The Exhibition of Archaeological Finds of the People's Republic of China" scheduled to be on view at the Nelson Gallery-Atkins Museum from April 20 to June 8.

The horse, from the 2 nd Century A. D., was amoung 39 bronze horses unearthed in 1969 from a large Eastern Han dynasty tomb in Kansu Province. They represent a high level of bronze casting and sculpturing. To show the speed of the flying horse, the unknown craftsman placed its right hoof on the back of a swallow in flight. The swallow looks back in amazement.

We regret that the photo of the head of the flying horse which you requested is not available in time to meet your press deadline. We hope this view will serve your pruposes.

If it's convenient, we'd appreciate receiving several copies of your publication after the issue with the Flying Horse is published.

Sincerely,

Robert K. (Rob) Martin
Project Director

This copy made before mailed out

Mr. Neal Robinson
Columbia Travel
1211 East Broadway
Columbia, Mo. 65201

2/17/75

Dear Mr. Robinson,

Enclosed please find the general information packet on the ""Chinese Exhibition". If you need further information or if you decide that you would like to have some photographs for publicity, please feel free to contact me. Thank you very much for your interest.

Sincerely,

Beverly Rosenberg
Chinese Exhibition Office/Nelson Gallery

FILE

MEMORANDUM

2/17/75

TO: Larry Sickman/Marc Wilson
FROM: Rob Martin
SUBJECT: Clippings

Attached is a file of newspaper and magazine articles about the exhibition the Byoir organization compiled in New York. It is by no means complete, but it does represent a cross-section of print media which have covered the showings in various world cities.

Please return after you've both reviewed the file.

RM/br

Larry has seen 2/17/75 Rm

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China
The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts
April 20th to June 8th, 1975

中华人民共和国出土文物展览

MEMORANDUM

2/17/75

TO: Larry Sickman/Marc Wilson
FROM: Rob Martin *RM*
SUBJECT: News Release

This is a revision of the initial news release which we want to place nationally. This version deletes any reference to KC being "the last stop".

We will mimeograph this on the exhibition letterhead and use it in planned "Information Kit" as well as distribute it as needed, between now and the opening of the exhibit.

As for national distribution, I will have ~~our~~ Byoir's General News Department in New York handle daily/weekly newspapers, Sunday supplements, and wire services. There is an hourly charge for these services, but they will be kept to a minimum. This kind of widespread distribution is a logistic exercise which can best be handled outside the gallery.

RM/br

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

FAMED CHINESE ART COLLECTION

TO VISIT KC'S NELSON GALLERY

KANSAS CITY, Mo. -- One of the largest international art collections ever to visit the United States will open here at the Nelson Gallery-Atkins Museum on April 20 after a 3½ month stay in Washington, D.C.

"The Exhibition of Archaeological Finds of the People's Republic of China" -- seen in Europe, Canada, and this nation's capital city during the past two years -- will be on public view at the Nelson Gallery through June 8.

The ancient treasures, numbering some 385 individual pieces, include the famous Flying Horse of Kansu (1st century A.D.) and the jade-and-gold burial shroud of Princess Tou Wan (late 2nd century B.C.).

The traveling exhibit was selected from thousands of cultural objects excavated in the People's Republic of China from 1949 to 1972. Included are bronzes, pottery, porcelains and textiles ranging from pre-historic times to the Yuan Dynasty which ended in the late 14th century A.D.

Packed in specially-constructed cases fitted with shock-absorbing material, the exhibition weighs approximately 13 tons. It will be airlifted from Washington, D.C. to Kansas City after the exhibition at the National Gallery of Art closes on March 30.

Curators from the People's Republic of China will accompany the exhibition.

-more-

Contact: Rob Martin

The Nelson Gallery-Atkins Museum, Telephone 816-561-4000
4525 Oak Street Kansas City, Missouri 64111

Arrangements for the two U.S. showings were made in Peking by the United States Liaison Office there. In the United States, preparations have been handled by the staffs of the National Gallery of Art and the Nelson Gallery-Atkins Museum, with support from the staff of the Freer Gallery of Art in Washington. Coordination has been provided by the Liaison Office of the People's Republic of China in Washington and by the Department of State's Bureau of Educational and Cultural Affairs.

The National Endowment for the Humanities has provided a grant to the Nelson Gallery-Atkins Museum for mounting the exhibit in Kansas City.

According to State Department officials, the visit of the exhibition to the United States is a further development of the cultural exchanges envisioned by the Shanghai Communique of February, 1972. Preliminary arrangements were worked out during the visit of Secretary of State Henry Kissinger to the People's Republic of China in the fall, 1973.

Principal contacts at the Nelson Gallery-Atkins Museum are Laurence Sickman, director of the gallery, and Marc F. Wilson, curator of oriental art.

Commenting on the pending visit, Sickman observed that "the exhibition is of monumental importance to the cultural understanding of the Chinese, and we are anticipating its arrival with tremendous enthusiasm and genuine humility.

"This is literally a once-in-a-lifetime opportunity for ourselves and for all Americans who wish to see this collection. For its own people and for visitors to this capital of heartland America, Kansas City can be justifiably proud to have been chosen for this showing of what is a fascinating collection of artifacts representing 500,000 years of Chinese History."

##

MEMORANDUM

February 18, 1975

C TO: Bill Waddell
FROM: Rob Martin
SUBJECT: Greetings from Kansas City

O All is well (sort of) and we're pushing ahead. I'll be copying you on key items to keep you up-to-date. The latest work report is enclosed here.

P My ego started to work on me again last night (I should have been sleeping!) and I'm wondering if you want to place a little PR item with the Atlanta papers and elsewhere as appropriate.

ATLANTA RR EXEC HEADS CHINESE PROJECT

V Robert K. (Rob) Martin, public relations executive with the Atlanta regional office of Carl Byoir & Associates, Inc. has been named project director for the visit of "The Exhibition of Archaeological Finds of the People's Republic of China" to Kansas City, Mo. The exhibition opens at Kansas City's Nelson Gallery-Atkins Museum on April 20. Martin has temporarily been detached from Byoir's Atlanta office to begin the project. (For North-side News: Martin resides on Pine Ridge Dr. in Morning-side.)

This might also be an item for PRSA, at least the Georgia Chapter bulletin. New York might be interested in pushing other exposure, e.g. PR publications.

On another matter, I haven't heard any more from Nashville on Peppertree. Assure Fred Bokun if you talk to him that I'm keeping on top of that project and will see it through.

MEMORANDUM

February 18, 1975

TO: Larry Sickman/Marc Wilson/Joan Stanley-Baker
FROM: Rob Martin
SUBJECT: Johnson County Community College - TV Series

This is a reminder about the TV series in which the college has asked us to participate. Marc and Joan are scheduled for taping appearances on Tuesday, March 11, Tuesday, March 18, and Tuesday, March 25. These will be 30-minute programs, and taping will begin at 2 p.m. Larry, Marc, and Joan are scheduled for a 60-minute taping session on Tuesday, April 1 at 2 p.m.

The first three programs will deal with specific periods, while the 60-minute program will be an overview on the exhibition, its historical and cultural significance and its meaning at this time in international relations.

Marc and Joan need to give me the specific points to be covered in each of the first three programs, and I in turn will create a series of questions to be used by the program hostess, Pinkie Kase.

(While it's a long time off, we have also tentatively scheduled a 60-minute taping session on Tuesday, April 29, to deal with the post-opening aspects of the exhibition. More about that later.)

These programs are important beyond their audience reach -- 17,000 households in Johnson County. They can be used by other educational and commercial television stations, and one of our objectives is to place them nationally.....if everybody is in agreement with the quality of the product.

##

Copy to Mr.
Sickman 2/18

A meeting was held the afternoon of February 14th, 1975, at the Nelson Gallery.

Present: Chief Joseph McNamara and Major Manfred Gunther, of the Kansas City Police Department, also Messrs. Sickman, Wilson, McKenna, Songer, Martin, Lowrey, Mrs. Finnell.

L.S. There are many aspects of the security problems. Normal care of the collections has to be stepped up to a much higher degree. There is always the possibility of terrorists or cranks. We are in a difficult position because the State Department can't really play the role they should since we don't recognise the People's Republic of China. They will take care of the security for the Chinese curators who come, through their own security.

They have an office in St. Louis, and they will shortly get in touch with the people here. We need not concern ourselves with that very much.

We have the possibility of bombing, fire, etc. We have agreed with the Chinese to have a guard in every room, a roving superintendent, TV scanning at the entrance and exit and one or two positions in the show.

Major G. I have briefed the Chief and we have talked about your desire to hire someone. We have not had too much success. Our recently retired Chief of Detectives is vacationing out of town.

Chief McN. Overall we view this as a great honor for Kansas City and for the Gallery itself. We are certainly going to commit the Police Department to maintaining order and minimizing trouble, although we cannot prevent it. We regard it as an obligation that will reflect on Kansas City and the Police Department, and we will give it a high priority. This is a major event in the history of this city.

Major Gunther is in charge of this because he is my major officer. We will be doing great in-depth planning, and coordinating our efforts with you.

I got the impression from Major Gunther that we should go a little bit further in terms of making suggestions.

I have spoken to the Police Board about this. Security, crowd control, visible police presence, first aid, all of these are police considerations.

We had supposed that someone like Major Ruckle, who had a knowledge of police operations would take it. You are not going to get anyone who is really good just for three months, and so I spoke to Commissioner Davis about another possibility. We will have lots of on-duty personnel here. We might assign one of our commanding officers to be an overall security director for this project. I don't know what kind of funds are available.

L.S. We have some funds.

Chief McN. You could reimburse the city. We would want him to be able to direct both internal and external problems. You will have the security force. Instead of hiring a stranger we would say that the possibility should be explored that you should hire this ranking officer from the police force, who would have authority in the Police Department. We have explored the legal possibilities of this. He would have overall control.

The other possibility is that, to the extent possible, hire our off-duty people. We would provide an off-duty employment coordinator. The question then arises, it would probably not be a good idea to satisfy your entire needs with off-duty officers.

M.W. We need people to catch falling people and running children, etc.

L.S. We are very budget conscious. Do you have any idea of the area we would be talking about?

Chief McN. We thought a Captain would be the appropriate rank. The cost for three months would be about \$5,500, or \$1,641 monthly. If you are squeezed, we could have you not reimburse us until the exhibition started.

M.W. That would be a help to us, if we could keep the commitment to two months rather than three.

Chief McN. The main desire is to have the best security operation we can.

Major G. In a sense he would be in your employ, and in charge of the present guards that you now have, and in charge of screening those you will employ.

M.W. He would have the advantage of being able to tell the officers what to do.

L.S. We will have to have at least two, and preferably three, armed guards: one at the entrance and one at the exits.

Major G. We will have at least that. After you shut down at 9 o'clock it would be good to have a canine patrol outside.

M.W. There is a high incidence of rape in this neighborhood. There will be tremendous traffic in this area, this would draw pickpockets.

Chief McN. Capt. Legrassa will be out next week to discuss traffic problems. You will anticipate lots of buses? You might try to eliminate car parking, and limit your lots to bus parking and staff parking. We will talk to the city people.

Major G. Capt. Legrassa will bring with him a member of the City Area Transport Authority.

Chief McN. We could eliminate a lot of traffic problems by asking people not to bring their cars.

L.S. Miller Nichols has promised the use of a 500 car lot, and Midwest Research, during weekends, a lot for 300 cars. If we could get our own staff to park at the church (on Warwick) we would be in better shape.

The hours of the exhibition are: (see attached sheet)

M.W. Some hours are not public. Sunday from 10:00 - 2:00 and all day Monday are by appointment only for groups.

Chief McN. You still need the same level of protection with school children. The only thing we would want to work on is the continuity. To have the same officers at the same locations, even if we have overtime. It is important.

M.W. There have been crank bomb calls in Washington. What does one do in that event, with a Gallery full of people?

Chief McN. We were worried about this during the Democratic Convention, and we only had one.

Major G. Each man that has a certain area of responsibility should be able to check the area in a moment.

L.S. It will be impossible to conceal a bomb in the exhibition area. Every wall will come straight down to the floor.

Chief McN. Will people be able to enter with packages? We want to have visible police presence.

L.S. No. No cameras, no big handbags, and no packages will be allowed.

Chief McN. If someone is really determined, you can't stop them.

L.S. There are all kinds of cubby holes and restrooms adjacent to the exhibition where things could be hidden.

Chief McN. We have dogs trained to search out bombs.

L.S. We will check out all rooms before closing time.

Chief McN. Do you have any female officers?

L.S. Yes, black and female. Seven out of our force of twentythree.

M.W. At night we can detect the presence of anyone in the building. We would be forewarned in the evening because of the detector system in the building. There is no way for anyone to leave the building at night.

L.S. If anyone was really determined...

Chief McN. We hope to increase deterrence.

L.S. All the cases will be locked until the close of the exhibition.

M.W. The only thing would be to embarrass the government politically.

R.M. Are there any extreme groups in this area.

Chief McN. Yes, the Minutemen. The problem is that because of the national attention paid to this, you could get a group we don't know about yet. They can move around fast. We do have a pretty good intelligence unit who will keep their ears to the ground, and we do maintain liaison with the FBI. Again, this is something we hope won't happen. There is no way of stopping something like that. If they are going to come, all we can hope is that we hear about it substantially in advance. We guess that it is unlikely.

L.S. Here is a list of what the National Gallery assured the Chinese they have in the way of equipment.

M.W. Our people are, in essence, babysitters.

Chief McN. Perhaps we could send whoever we designate to the National Gallery. We could arrange that.

M.W. Their security is better than ours. The problem is to keep their attention. They are all armed. Civil Service. They have a good, thorough training program.

Chief McN. It is quite possible that your entire obligation for armed guards could be provided by our policemen.

L.S. We need three.

Major G. If we deem it advisable to increase that, you would have no objection?

L.S. No.

Chief McN. One thing that is important is at the entrance to have a uniformed policeman very conspicuous. I have requested a mounted policeman, but it is not likely we will get it. I hope that we could park a mock police car right where the crowds would flow past it.

M.W. It was very impressive in Toronto to see the Royal Canadian Mountie at the entrance.

Major G. If we recommend a planning officer, with whom would he work most closely?

L.S. All three of us: Sickman, Marc Wilson, Robert Martin, and Sherwood Songer. Mr. Martin is coordinator.

M.W. One of the things for this person would be to sharpen up the present guard force.

Chief McN. What kind of communication system do you have? If something happened in one of the rooms, could they get help quickly?

M.W. At the moment they blow whistles. We do have walkie-talkies for the night men. We had noisemakers for a while. If a guard felt a section was not right they would click it.

Chief McN. There will be a noise problem, so you might not be able to hear these.

M.W. The entrance has to be in communication with the exit.

(Mr. Wilson then showed a detailed diagram of the exhibition area.)

Chief McN. Your alarm systems - what are they hooked into?

M.W. It terminates down here.

Chief McN. We would want a Tac II alarm installed.

Major G. We have an alarm system, the ten channels. We would have it in the vicinity or in the building. We could set the whole thing up, and your men could monitor it.

L.S. On moving the objects from the airport. The State Department will furnish Sky Marshalls. There will be two planes, two trucks. Municipal Airport is a possibility.

M.W. We specified sling loaders.

Chief McN. Assuming you use Municipal, what is the time frame? A day?

M.W. Oh no, just a couple of hours. Straight from the airport to the Gallery, in convoy. They will both come in in succession. The Chinese will be with them.

There were films in London of the loading and unloading.

Chief McN. What is the value?

L.S. Fifty million.

Major G. We can have little belt button alarm systems. Monitored at the desk.

Chief McN. I have a thought of some gang plan, and so we should have an alarm system.

L.S. Is one time of day a better time than another to have these planes arrive?

Major G. Any time after rush hour would be good for us.

M.W. Also we should make sure of the airport traffic patterns.

L.S. Charles Kimball, who is on the Board of TWA, has been very helpful so far.

Chief McN. Let me say about the notoriety around the arrival, we should keep it pretty tight. There is no guarantee the media will not be out and photographing it.

R.M. The media will want to do as much about it as they can. It is a question of security. They will want to get in close.

Major G. We can secure the airport.

Chief McN. Four problems arise of concern:

1. Vandalism
2. Theft
3. Terrorism
4. External traffic and night protection of the parking lots.

We will certainly be providing an unusual amount of policing of this area. We will have the Tac II alarms so that we will be able to guarantee a quick response.

Major G. We will be in touch again next week.

Meeting adjourned.

The following is for your immediate information

EXHIBITION OF ARCHAEOLOGICAL FINDS OF THE PEOPLE'S REPUBLIC OF CHINA

Sunday, April 20th through Sunday, June 8th, 1975

Nelson Gallery Atkins Museum
4525 Oak Street
Kansas City, Missouri 64111
Phone (816) 561-4000

Hours for Viewing

10 a.m. - 5 p.m.

Mondays - Groups Only - Chinese Exhibition Only - The rest of the Gallery will be closed
School groups in the morning (elementary & secondary - 1 adult per 20 students)
Adult groups in the afternoons

Wednesdays - Group Bookings and General Public - Entire Gallery Open
and Thursdays

Saturdays - General Public - No Group Bookings - Entire Gallery Open

10 a.m. - 9 p.m.

Tuesdays - Group Bookings and General Public - Entire Gallery Open
and Fridays

2 p.m. - 6 p.m.

Sundays - General Public - No Group Bookings - Entire Gallery Open

A group must number 25 or more in their party to qualify for advance booking. The maximum number which can be accepted for a single booking is 75 - 100.

There is no charge for viewing the Chinese Exhibition. Only the usual Gallery admittance fee of 50¢ for adults and 25¢ for children under twelve will obtain. Please contact the Chinese Exhibition Office for information regarding group rates for students.

Groups are always welcome to enter as the general public during those times when group bookings cannot be accepted, but in the case of all groups, it will be helpful to purchase tickets in advance. (Checks should be made out to the William Rockhill Nelson Foundation - C.A.E. and received in this office at least one month prior to the planned visit.)

Sundays 10 am to 2 pm Special groups. Chinese Exhibition only.

284-1144

9.0 m.

F100

MEMORANDUM

February 18, 1975

TO: Rob

FROM: Bev

SUBJECT: Paper Tubes

Wayne Paper Co. has quoted me the following prices on the paper tubes we will need for our posters. They seem to be the most reasonable price for our purposes.

2" Diameter	
30" in Length.....	\$30.40 per hundred (500 lot)
Freight Charge	
135 lbs. total weight.....	\$19.60
Paper End Caps.....	\$2.50 per hundred
TOTAL COST.....	\$152.00 (500 tubes)
	19.60 (freight charge)
	25.00 (paper caps)
	<u>\$196.60</u>

We are to contact Bill Schwartz to order. Delivery is free. Mr. Schwartz said to allow one week to 10 days for delivery.

MEMORANDUM

February 18, 1975

C TO: Larry Sickman/Marc Wilson/Joan Stanley-Baker
R FROM: Rob Martin
S SUBJECT: Johnson County Community College - TV Series

O This is a reminder about the TV series in which the college has asked us to participate. Marc and Joan are scheduled for taping appearances on Tuesday, March 11, Tuesday, March 18, and Tuesday, March 25. These will be 30-minute programs, and taping will begin at 2 p.m. Larry, Marc, and Joan are scheduled for a 60-minute taping session on Tuesday, April 1 at 2 p.m.

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(While it's a long time off, we have also tentatively scheduled a 60-minute taping session on Tuesday, April 29, to deal with the post-opening aspects of the exhibition. More about that later.)

These programs are important beyond their audience reach -- 17,000 households in Johnson County. They can be used by other educational and commercial television stations, and one of our objectives is to place them nationally.....if everybody is in agreement with the quality of the product.

##

February 18, 1975

C Mr. Leon H. Church
Lebanon Advertiser
309 W. St. Louis St. Box 126
Lebanon, Ill. 62254

O Dear Mr. Church:

P Enclosed are informational materials relating to The Chinese Exhibition which opens at the Nelson Gallery -- Atkins Museum April 20 and run through June 8.

If you need other kinds of materials such as black and white photographs, please let us know.

Y Sincerely,

Robert K. (Rob) Martin
Project Director

RM/br

February 18, 1975

Ms. Betty Debnam
"The Mini Page"
Kansas City STAR
1701 McGee
Kansas City, Mo. 64108

Dear Ms. Debnam:

We thought the enclosed photo might be of interest for
"The Mini Page."

As you know, "The Exhibition of Archaeological Finds of the People's Republic of China" will open at the Nelson Gallery-Atkins Museum on April 20. Since this event will be a major milestone for Kansas City, we are looking at it in terms of an "all-city activity". In this regard, we'd like to propose to you the idea of doing an entire issue of "The Mini Page" on subjects related to China. This would include photos, similar to the one here, Chinese sayings, puzzles, and games, as well as perhaps an article surrounding "a young person's view of the exhibition." We're eager to help you any way we can.

Sincerely,

Robert K. (Rob) Martin
Project Director

m Suckman

February 18, 1975

Mr. James Palmer
Magazine-Book Department
Carl Byoir & Associates, Inc.
800 Second Avenue
New York, New York 10017

Dear Jim:

Reference: MAINLINER And CONTINENTAL FLIGHTIME.
Hopefully by now, East/West Network has the photos in hand. I
haven't heard to the contrary. For your files, I'm enclosing
xeroxs of photos and captions which we sent.

For your information, we also had a call from BRANIFF PLACE,
and we are providing that publication a half dozen color shots for
their March-April issue. These are going out this week. Keep
me abreast of the NEWSWEEK situation, and many thanks for your
assistance.

Sincerely,

Robert K. (Rob) Martin
Project Director

RM/br
cc: John Budd

C AN IMPORTANT MEMORANDUM

To: Merchants in the Greater Kansas City Area

"The Exhibition of Archaeological Finds of the People's Republic of China" is one of the largest, most valuable, and culturally significant art collections ever to visit the United States. For Kansas City, it is a milestone. Being selected as one of only a handful of world cities to host the exhibition is a remarkable tribute to our city.

Without turning the visit into a commercial carnival, there are legitimate opportunities for merchants to participate actively in this area-wide event. Store promotions of all kinds can be planned. Window displays with Chinese themes are appropriate. Newspaper ads and broadcast commercials -- especially those "to welcome" the exhibition -- can be tastefully presented.

We want to assist you in everyway possible. Printed and photographic materials are available -- some at no charge, some at small cost. The enclosed pamphlet showing the head of the famous Flying Celestial Horse is the primary graphic symbol for the visit here.

The long and short forms of the exhibition name, shown at the tip of this page are both acceptable. The calligraphy, in red ink, is the Chinese language version of the name and should be included in graphic layouts if at all possible. You may refer to "China," "The Chinese," "People's Republic of China," and "PRC" but popularized usages such as those we see in public print are inappropriate. If in doubt, please inquire.

Again, we want to help. Let us know how we can.

Sincerely,

Robert K. (Rob) Martin
Project Director

for Mineo

February 19, 1975

Ms. Beverly Norman
Home Builders Association of Kansas City
3601 Main
Kansas City, Mo.

Dear Ms. Norman:

It was a pleasure talking with you in regards to The Chinese Exhibition. Your interest relating to the upcoming Home Builders Show is appreciated.

Here are a number of the printed materials which you might find valuable in planning your display. If you need more, let us know.

As regards the slide presentation, we will let you know in the next couple of weeks exactly what we can supply. As noted in our conversation, we're hopeful that you'll be able to use a continuous slide presentation with tape recorded sound. We will rely on you to provide necessary audio-visual equipment.

Thanks for your interest. We'll keep in touch.

Sincerely,

Robert K. (Rob) Martin
Project Director

RM/br

*Q Mac
C m Wilson*

February 19, 1975

Mr. Neal Barrett
Braniff International
Promotion 908
P. O. Box 35001
Dallas, Texas 75235

Dear Mr. Barrett:

We're appreciative of your interest in The Chinese Exhibition.

Enclosed are ⁹six 4 X 5 color transparencies, and two 8 X 10 black-and-white prints representing various aspects of the exhibition. Appropriate caption material is also enclosed, as is a basic news release and a background piece about the collection.

We trust these will be satisfactory for your planned article in the March-April issue of BRANIFF PLACE.

We'll be most appreciative of the return of the color transparencies as soon as your editorial requirements are completed.

Again, thanks for your interest, and please don't hesitate to contact us if we can be of other service.

Sincerely,

Robert K. (Rob) Martin
Project Director

RM/br

# 89	# 147
# 93	# 218 (2 VIEWS)
# 101	# 301
	# 310-11
	# 316

MEMORANDUM

To: John Budd
From: Rob Martin
Subject: Clippings Service

February 19, 1975

Please have the appropriate department determine cost for a clipping service (magazines, newspapers). We would anticipate starting the service in mid-March and having it run through mid-June, essentially a 3 month period.

RM/br

Peoplis Republic
Agreements -
Photographs

February 20, 1975

Dear Mr. Wu:

Following our discussion on Friday, January 17 and Thursday, February 13, this letter is intended to confirm the following business arrangements arrived at in the course of these meetings.

- First, it was agreed that we would pay to you 8% of the total receipts deriving from the sale of text catalogues while the Chinese Exhibition is at the National Gallery of Art.
- Secondly, we agree to pay you 5% of the total receipts resulting from the sale of slides made from materials provided by you and sold while the Chinese Exhibition is at the National Gallery. The Administrator, Mr. English, will keep you informed as to the quantity of slides produced and quantity sold.
- Thirdly, we are most grateful to you for allowing us to use the slide-tape lecture without fee. Of the five sets that have been prepared, one set has already been sent to Mr. Hsieh Ch'i-mei, another set will be retained by the National Gallery of Art. After the exhibition has closed, the remainder will be given to the Nelson-Atkins Museum of Fine Arts, Kansas City, which says it would be happy to have them, or the sets can be given to the Working Group.
- Lastly, with regard to the sale for educational purposes of black and white photographs made from negatives provided by you, we are in the process of turning over this proposal to the Nelson-Atkins Museum, and have submitted to you a draft of a form for notifying the visitors of this, for your consideration.

If the contents of this letter are correct and acceptable to you, please sign the attached copy at the place indicated and return it to me.

Sincerely,

Mr. Wu Chung-lun
c/o National Gallery of Art
Washington, DC 20565

Charles Parkhurst
Assistant Director

Correct and Accepted
Date

Wu Chung-lun
2/27/75

*Bob!
W, sweetly*

February 21, 1975

Mrs. George Bunting
William Rockhill Nelson
Gallery of Art
4525 Oak Street
Kansas City, Missouri 64111

Dear Mrs. Bunting:

The attached brochure is an offering piece, which was done for the Philadelphia Museum of Art, on the commemorative jewelry and the limited edition replica of the Flying Horse of Kansu.

We are very enthusiastic about this coming exhibition and have prepared what we consider to be a distinguished collection of replicas.

It is extremely helpful that you have seen the English version of this replica and know of the quality of Alva's work. I can assure you that our particular version is even more striking, and its presentation in a Chinese red lacquer wooden box with brass corners, lined in black satin, is even more striking.

As I told you on the phone, each of the purchasers will receive an authentication which will be registered with the London Times.

NEW YORK GRAPHIC SOCIETY LTD • ALVA MUSEUM REPLICAS INC
140 Greenwich Avenue • Greenwich, Connecticut 06830 • (203) 661-2400

2.

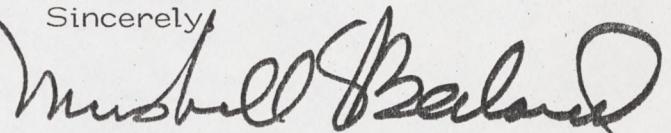
Mrs. George Bunting
Nelson Gallery of Art

February 21, 1975

Because of the extremely high royalty which must be paid the London Times to offer this piece in the United States, your discount will be 1/3 off rather than the usual 50%.

We are willing to offer this piece to you for sale on consignment and to drop ship orders directly from our Long Island City plant. I will be very happy to discuss further details with you as this progresses.

Sincerely

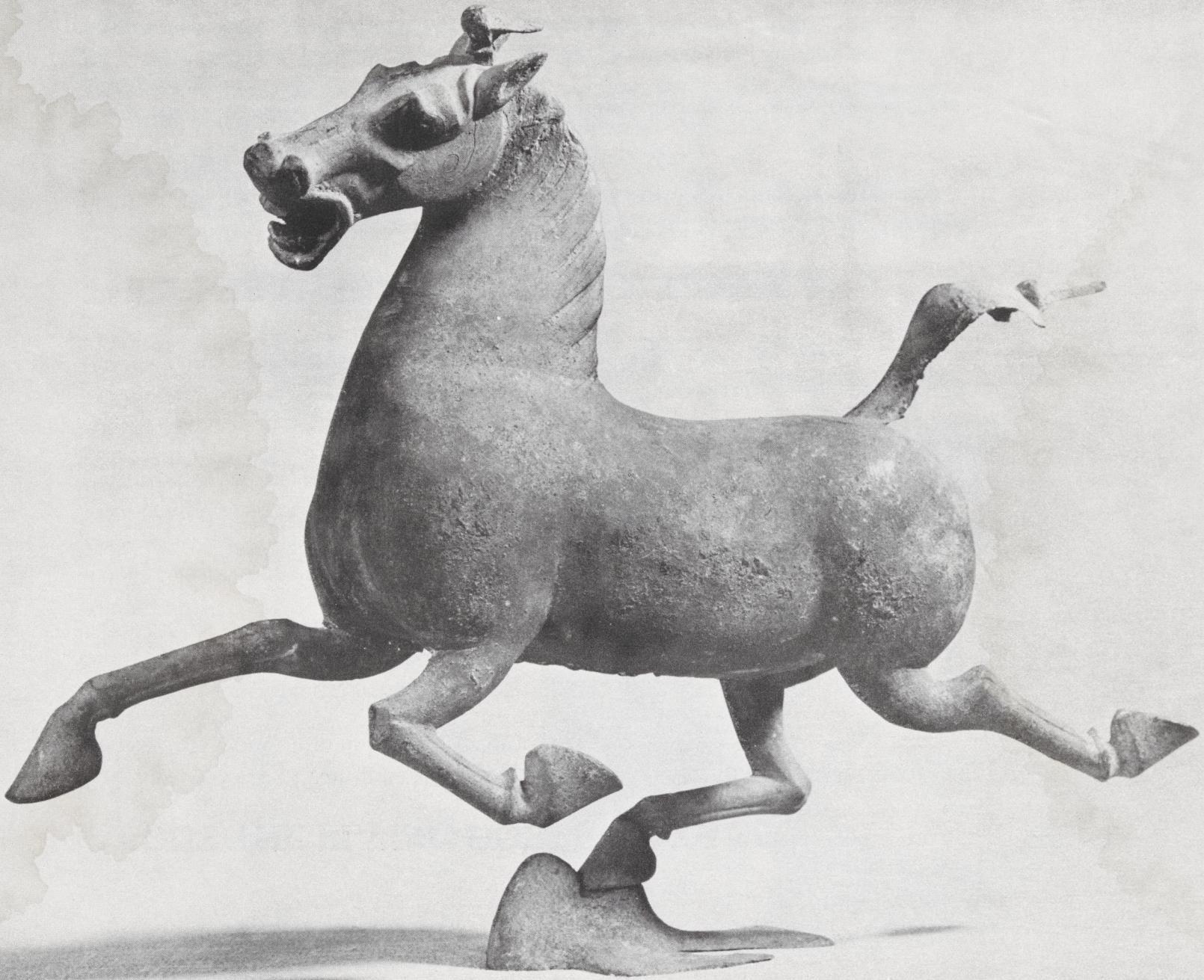


Marshall S. Berland
Creative Director

P. S. We would be happy to print - free of charge - large quantities of the attached brochure for your use during the exhibition, if you feel this would be worthwhile in your presentation -- perhaps 5,000 or more copies of it. To expedite things, simply make whatever corrections you think are necessary on the back of the enclosed and return it to my attention.

MSB:kw
Encls.

cc: Douglas Stevens
Robert Koch
✓ Mrs. Bunting - N. Y.



THE FLYING HORSE OF KANSU
A Limited Edition by Alva Museum Replicas

ABOUT THE FLYING HORSE OF KANSU

The Flying Horse of Kansu was discovered in 1969 in the tomb of an Eastern Han general, the work of an unknown sculptor nearly 2,000 years ago.

With an elegant Chinese melding of poetry and art, this "celestial" horse is depicted with one hoof poised on the back of a swallow, as if using it as an aerial stepping stone on his journey through the heavens. The swallow turns his head in surprise.

These celestial horses had an immense impact on the Chinese at this time. They knew only the small steppe ponies when their emissary, Chang Ch'ien, returned from central Asia in 138 BC with tales of "tall horses, very swift, whose hoofs were so hard they left their mark on stone as they galloped . . . horses that sweat blood!"

All the admiration and enthusiasm for this wondrous beast is captured in this rare work of art, unique as well because it is the only piece known from this period that seriously attempts to portray the posture of the animal in motion.

THE FLYING HORSE OF KANSU REPLICA

Hallmark of the first exhibition in the West of ancient art excavated in the People's Republic of China since 1949, this bronze celestial horse has found a permanent place among the great art treasures of the world.

It is perhaps the most remarkable piece of sculpture discovered by archeologists in recent times.

To commemorate this first journey to the West, Alva Museum Replicas, in conjunction with the Times of London, has created a special limited edition of 750 copies in cold-cast bronze for sale in the United States.

Balanced on a heavy Plexiglas base, the replica is slightly smaller (10 $\frac{1}{8}$ inches high by 12 inches long) than the original. The replicas are hand-cast from a model by noted English sculptor, Mary Bryning. The result is a truly memorable likeness—in spirit, form and patina. Each horse is individually numbered in the base and the certificate of ownership will be filed with the London Times. The American edition molds will be destroyed after the edition is complete.

Retail Price: \$500.* (Subject to prior sale)

* For sale only in the United States

Commemorative Jewelry

Alva has adapted the Flying Horse motif to a wide variety of striking bas-relief jewelry. Gold electro-plated and hand-antiqued, each piece comes gift-boxed with a complete description of its history.

Large Horse Motif:

(Diameter 2 $\frac{5}{8}$ ')

Retail Price

ST-150 N	Pendant on Chain	\$10.00
ST-150 BK	Belt Buckle	8.50

Smaller Motif:

(Diameter 1")

Retail Price

ST-151 P	Pin	\$4.50
ST-151 N	Pendant on Chain	6.50
ST-151 B	Chain Bracelet	6.50
ST-151 EC	Button Earrings	6.50
ST-151 ES	Drop Earrings	6.50
ST-151 CL	Cuff Links	6.50
ST-151 TC	Tie Clip	5.00
ST-151 R	Ring	5.00



ST-151

ST-150 (Shown Slightly Reduced)

THE FLYING HORSE OF KANSU

A Limited Edition by Alva Museum Replicas

To Order, Please Return Entire Page To:

PHILADELPHIA MUSEUM OF ART
MUSEUM SHOP
P. O. BOX 7646
PHILADELPHIA, PENNSYLVANIA 19101

LIMITED EDITION:

Please send me () Limited Edition Sculpture
Replica(s) of the Flying Horse of Kansu.

Price: _____ Total: _____

\$500. _____

Your sculpture replica of the Flying Horse of
Kansu will reach you as orders arrive — in
sequence from the earliest postmark received.
It will be sent directly to you, insured; and you
will receive notification of approximate arrival
time. It will be shipped freight collect from
Alva Museum Replicas in Long Island City, N.Y.

JEWELRY:

Quantity: Large Horse Motif: _____ Price: _____ Total: _____

Order #

_____	ST-150 N	Pendant on Chain	\$10.00	_____
_____	ST-150 BK	Belt Buckle	8.50	_____

Smaller Motif:

_____	ST-151 P	Pin	\$ 4.50	_____
_____	ST-151 N	Pendant on Chain	6.50	_____
_____	ST-151 B	Chain Bracelet	6.50	_____
_____	ST-151 EC	Button Earrings	6.50	_____
_____	ST-151 ES	Drop Earrings	6.50	_____
_____	ST-151 CL	Cuff Links	6.50	_____
_____	ST-151 TC	Tie Clip	5.00	_____
_____	ST-151 R	Ring	5.00	_____

Sub-Total: _____

Members of the Philadelphia Museum of Art
may deduct a 10% discount _____

Pennsylvania Residents Add 6% Sales Tax _____

Postage and Handling Charge for Jewelry 1.50 _____

TOTAL: _____

Orders must be prepaid.

Name _____

Address _____

City _____ State _____ Zip _____

Amount Enclosed: _____

RECEIVED
FEB 21
1975

February 21, 1975

Mrs. Betty Plaster
William Rockhill Nelson
Gallery of Art
4525 Oak Street
Kansas City, Missouri 64111

Dear Mrs. Plaster:

First of all, let me thank you for being a loyal and important Alva customer. It is the constant support of museums like yours which keeps Alva going.

The attached brochure will show you what we have done to promote the Flying Horse of Kansu and the commemorative jewelry. I have asked Robert Koch to send you a sample set of the jewelry, which should arrive shortly under separate cover. As usual, you will receive a 50% discount on the stated prices, which are quite modest.

We have an ample supply of this jewelry in stock at the moment; but since I think there will be a heavy demand for these pieces (especially the large and small pendants, cuff links and belt buckles), I hope that you will be able to anticipate

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2.

Mrs. Betty Plaster
Nelson Gallery of Art

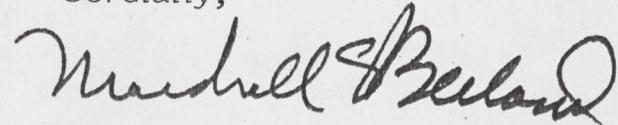
February 21, 1975

your needs as early as possible to assure prompt delivery and having a good supply on hand. Naturally, we will do everything possible to assure this from our end.

I have enclosed a carbon of my letter to Mrs. George Bunting, for your information.

Thank you, again, for your continued patronage.

Cordially,



Marshall S. Berland
Creative Director

MSB:kw
Encls. a/s

Cc: Mrs. Bunting
Douglas Stevens ✓
Robert Koch

MEMORANDUM

February 21, 1975

To: L. Sickman/M. Wilson
From: R. Martin
Subject: News Photography

- (1) TREND MAGAZINE: This publication will be at the gallery at 10:30 a.m. Saturday, February 22 to photograph Mr. Wilson for purpose of a cover story about The Chinese Exhibition.
- (2) THE KANSAS CITY STAR photographer, scheduled here this afternoon, has been re-scheduled and will now be here on Monday February 24.

February 21, 1975

Mr. Robert K. Martin
Chinese Exhibition Office
Nelson Gallery Atkins Museum
4525 Oak Street
Kansas City, Missouri 64111

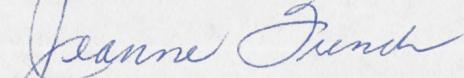
Dear Mr. Martin:

This is to confirm our telephone conversation of this morning in regard to a program to be given April 7th around 1:30 p.m. to Chapter EG, P.E.O. Sisterhood.

I will get in touch with you again to work out details in regard to the program itself, and of course, the location. As I mentioned on the phone, behind the scenes descriptions would be a most interesting program, as well as some description of the actual Exhibit. It will be a program most enthusiastically accepted, and I appreciate your willingness to do this.

If it should happen that there will be no one from the Gallery to give the program at that time, I will be glad to come and get the information to give myself. I can be reached at home at 531-2494, or at 924-5641.

Sincerely yours,



Mrs. J. S. French
4901 Wornall Road
Kansas City, Missouri 64112

MEMORANDUM

February 21, 1975

To: L. Sickman/M. Wilson/J. Stanley-Baker

From: Rob Martin

Subject: KCMO-TV

PFor your information, KCMO will be here Monday morning, 2/24 at 8:30 a.m. to begin filming "behind-the scenes" activities, especially construction, for the station's planned 30-minute special on the gallery and the Chinese Exhibition. That program is tentatively scheduled to be aired on April 19 at 7:30 p.m.

YIn the next few weeks, the station will be making other visits to get additional footage as construction progresses, to shoot general gallery footage, including the Oriental collection, and to do on-film interviews. I will keep you apprised of the planned visits.

###

Friday, 2/21/75

MEMORANDUM

TO: L. SICKMAN / M. WILSON

FROM: R. MARTIN

Bkm

SUBJ. KANSAS CITY STAR / TIMES Photographer

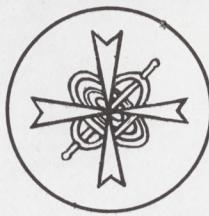
I talked with Don "K.C." Jones last night and discussed the news photo possibilities around the Kirkwood Hall construction activities.

We can expect to see a photographer here late this afternoon, and we'll need one or both of you for a picture-taking session.

Mrs. J. F. Roche
Army Community Service
Funston Hall
Fort Leavenworth, Kansas

66027

Mr. R



ARMY COMMUNITY SERVICE

FORT LEAVENWORTH, KANSAS 66027

February 21, 1975

Mr. Rob Martin
Chinese Exhibition Office
The Nelson Gallery-Atkins Museum
4525 Oak Street
Kansas City, Missouri 64111

Dear Mr. Martin:

As per your request, I am writing to express my interest in photographing the Chinese Exhibition. Any correspondence regarding this matter may be addressed to myself at the above address, or to my home at 224 Second Avenue, Leavenworth, Ks., 66048. I may be reached by telephone through ACS at 913- 684-4357/4895.

Many thanks for your help and cooperation--this must be a most hectic and busy time for all concerned.

Sincerely,

Muffy Roche

Mrs. James F. Roche III
Publicity Chairman ACS

February 21, 1975

Ms. Judy Katz
Sun Publications
I-435 and Metcalf
Overland Park, Kansas 66212

Dear Ms. Katz:

I regret the delay in getting you the enclosed photography and news release about the Chinese Exhibition. We trust these will meet your editorial needs.

If it's convenient for you, we'd appreciate receiving copies of The Sun containing the exhibition.

Sincerely,

Robert K. (Rob) Martin
Project Director

RM br

Background
Press Release
8x10 B&W #218 Horsehead + Caption
CE Flyer

Mr. Leon H. Church
The Lebanon Advertiser
309 West St. Louis Street
Lebanon, Ill. 62254

February 24, 1975

LEON H. CHURCH
EDITOR & PUBLISHER

309 WEST ST. LOUIS ST.
PHOTO BY R. M. M.

Dear Mr. Church:

Thank you for your interest in The Chinese Exhibition. I am enclosing the following Black and White glossy photographs for your use:

- (1) Large view of the head of the famous "Flying Celestial Horse of Kansu".
- (2) View of entire form of "Flying Celestial Horse of Kansu."
- (3) View of jade-and-gold burial shroud of Princess Tou Wan.

Captions for the photographs are also enclosed along with a news release which may provide you with additional background material for your display. We hope these will meet your needs. If you need further information or photographs, please contact us. Once again, thank you.

You have black and white glossies (or other black and white photographs) of the Jade funeral armur, the "flying horse" leading the Chang funeral procession, the bronze lion, the "Chinese cowboy" found in the tomb of a Tang princess, the "caveling handmaiden, we would be happy to receive them. Black and white will give us better re-selecting than color.

Sincerely,

Beverly Rosenberg
Secretary

We will show the pictures you have sent in our display window.

Yours,

Rob Martin

309 WEST ST. LOUIS ST.

PHONE KE 7-4498

The Lebanon Advertiser

WEEKLY NEWSPAPER AND COMMERCIAL PRINTING

LEBANON, ILLINOIS
62254

Feb. 20, 1975

Mr. Robert K. Martin, Project Director
The Chinese Exhibition
Nelson Gallery-Atkins Museum
4525 Oak St.
Kansas City, Mo. 64111

Dear Mr. Martin:

Thank you very much for the material you sent us under date of Feb. 18. We will use it in publicizing your Exhibition April 20-June 8.

If you have black and white glossies (or other black and white photographs) of the jade funerary armour, the "flying horse" leading the Chang funeral procession, the bronze leopard, the "Chinese cowboy" found in the tomb of a T'ang princess, and/or the kneeling handmaiden, we would be happy to receive them. Black and white will give us better reproduction than colored pictures.

We will show the pictures you have sent in our display window.

Yours,

Leon H. Church



Box 74 **Council**
Manhattan, Kansas 66502

February 24, 1975

Sandy Williams
Chinese Exhibit
Nelson Art Gallery
4525 Oak Street
Kansas City, Missouri 64111

Code no. 12-30

Dear Sandy,

Our local newspaper editor will run a feature story on the Chinese Exhibit. Could you please send us some black & white glossy pictures? I can him the newstory that was send in the original packet. Do you have any other information now.

We are developing interest in the bus tours we have scheduled and can use your assistance with these requested pictures.

Thank you for your prompt attention to this matter.

Sincerely,

Mary Knecht
Mary Knecht
Executive Director

Sent 2/22

Blue
Ridge



Merchants'
Association

phone Fleming 3-5555

55 BLUE RIDGE CENTER

• 4200 BLUE RIDGE BOULEVARD

• KANSAS CITY, MO. 64133

February 25, 1975

Mr. Rob Martin, Project Director
The Chinese Exhibition
The Nelson Gallery-Atkins Museum
4525 Oak Street
Kansas City, Missouri 64111

Dear Mr. Martin:

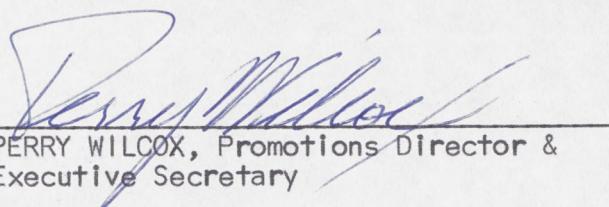
Your letter on the upcoming Chinese Exhibition has been received and opens the door to exciting possibilities.

As promotions director for the Blue Ridge Mall, we would be more than willing to cooperate in giving exposure to this "milestone event" of culturally significant art collections.

At your convenience, I would like to discuss possibilities with you to explore a mutually beneficial program.

Cordially yours,

BLUE RIDGE MALL MERCHANTS' ASSOCIATION



PERRY WILCOX, Promotions Director &
Executive Secretary

PW:lb

bon
Appétit

4700 BELLEVIEW • KANSAS CITY, MISSOURI 64112 • 816-753-2321

February 25, 1975

Mr. Rob Martin
The Chinese Exhibition
Nelson Gallery-Atkins Museum
4500 Warwick
Kansas City, Missouri

Dear Rob:

I'm really sorry for all the hang-ups on TREND's photography assignment...I hope some good photos came out of it anyway and appreciate the cooperation from all of you.

Enclosed is a copy of the story. If you or Marc have any serious objections regarding content (forget the form) please call me at 362-4020. Unless we hear otherwise I'll inform TREND they can expect to proceed free of libel suits and other natural disasters.

Thanks very much.

JoAnn
JoAnn Thompson

THE YIN AND YANG OF THE CHINESE EXHIBITION

Strange things are going on at the Nelson Gallery-Atkins Museum! Walls are closing in, ceilings are lower and doors aren't where they used to be. The main floor is beginning to resemble an intricate labyrinth, and week by week the number of viewable works of art keeps shrinking.

Presently Several large chambers are ~~forbiddingly~~ dark and empty.

On a recent Sunday, the usual crowd of gallery goers appeared undismayed to find things not as they should be. Strangers to the gallery don't know what they're missing, and "regulars" seem to relish the feeling of walking around on a deserted stage before the curtain goes up.

That something is going on at the gallery must be obvious to anyone who crosses the threshold, whether voluntarily or in the clutches of an art lover not easily discouraged. The closed off rooms on the main floor, however, are only the tip of an iceberg. What you don't see is still below the surface---but just barely. A well-tuned antenna is certain to pick up a wave of anticipation mixed with equal parts tension and pride.

It starts at the entry where even "Check your umbrella" has an Old West ring of authority. Heels clicking on the polished floor bring a guard to inspect you with more

curiosity than in days past. Suddenly guards who used to doze standing up are wide-awake vigilantes.

Rumor and speculation are the natural traveling companions of a Momentous Event, and The Nelson Gallery-Atkins Museum is preparing to host the most momentous event since its opening--- The Exhibition of Archeological Finds of The People's Republic of China, ^{opening} April 20, through June 8.

For some months now rumors concerning the exhibit have been circulating in an ever-widening circle. They center around the "why" and "how" of an artistic coup that has museum directors from coast to coast eating their hearts out. Even the most prime-time minded of civic boosters has to admit Kansas City is in good company with other cities selected for the exhibition: London, Paris, Vienna, Stockholm, Toronto and Washington, D.C. -- all world capitals with one fairly obvious exception.

Why Kansas City? The most prevalent rumor states emphatically that "Chairman Mao chose Kansas City because of its location in an agricultural community." In this case there is at least a grain of truth in the field of rumors.

3.

One far-fetched story had Chairman Mao, Henry Kissinger ^{gallery director}, and Laurence Sickman negotiating behind locked doors for the highly coveted honor. Certainly it was a high level decision, but not necessarily that exclusive.

At the other end of the rumor scale, Sickman was reputed to have declined the exhibit, pleading inability to handle such a gigantic undertaking, but finally was forced to succumb to pressure from high places.

Decline the Chinese Exhibition? Not likely! To separate fact from fiction we talked to Marc Wilson, curator of Oriental Art at the Nelson Gallery. "Why Kansas City?" Shunning false modesty he replied, "Staff expertise...also physical space, available security, geographical location, and the high esteem the Chinese have for Laurence Sickman, ^{gallery director}."

In Sickman and Wilson, the Nelson Gallery has two Chinese art experts who speak the language, understand the culture and know the background and significance of the items to be displayed. Since the Nelson Gallery can boast a permanent Chinese collection that is world-renowned, staff expertise in this field is not entirely "Occidental."

Wilson further explained that when the exhibit opened in Paris as a goodwill gesture of The People's Republic, American museums threw their hats in the competitive ring on the chance that the show might come to the United States. But to which city? Washington, D.C., of course, as a matter of diplomacy. And after that? A recommendation was made by representatives of the White House, the State Department, and the National Endowment for the Humanities. Presumably The Chinese Committee for the Organization of Exhibitions of Archeological Finds made the selection. "And the Winner is..." Kansas City, Missouri---outside the ranks of glittering world capitals, in the heart of an agrarian community more closely related to The People's Republic own agrarian culture.

Having been selected for this great honor, the Nelson Gallery personnel had little time to bask in the glory. Along with the distinction of hosting the Exhibition go myriad problems of mounting the displays, lighting, security, publicity, public information, brochures, catalogs, the preview showing; even mundane problems such as parking, public transportation and a near donnybrook over trimming shrubbery on the grounds! The man standing squarely in the eye of this hurricane is Marc Wilson.

At 33 Wilson is very young to be curator of such an important

MEMORANDUM

February 25, 1975

C To: Judy Modell
From: Rob Martin
G Subject: King Features Article
CC: John Budd
John Stahr

FAttached is the first draft of the "collecting" article. I'm copying John Stahr so he can "correct the Martin Style" (No problem, John, I've got tough Byoir skin!).

We've tried to stick as close as possible to the questions you gave us, and I think we touched on each key point. If you need anything clarified, give me a call.

YSince we make reference to the "Flying Horse" in the article, I'm enclosing two photos of it.

Let us know what else we can do for you....and thanks.

~~RMK~~

313 - 764-1817
~~662~~ - ~~5575~~
Ctr for Foreign - 662 - 5575
Studies

313 - 665-
2490

February 25, 1975

C Ms. Roseann Purzycki
The Association of Asian Studies, Inc.
1 Lane Hall
University of Michigan
Ann Arbor, Mich. 48104

O

Dear Ms. Purzycki:

This is to confirm your phone conversation yesterday with Laurence Sickman, Director of the Nelson Gallery-Atkins Museum.

P In Planning our educational services program in connection with "The Exhibition of Archaeological Finds of the People's Republic of China," we are in need of a mailing list of organizations interested in this field.

Your list will be a valuable source for this information.

Y We understand that you will provide to us gummed mailing labels containing addresses of your members in the Midwest, Southwest, Rocky Mountain states and West Coast. These labels, we further understand, are priced at \$35.00 per thousand.

Per your request, I am enclosing a copy of the pamphlet concerning The Chinese Exhibition which we plan to mail.

Thank you for your assistance. We look forward to receiving the mailing labels as quickly as your resources will allow.

Sincerely,

Robert K. (Rob) Martin
Project Director

cc: Laurence Sickman

Office



February 25, 1975

Mr. Rob Martin
The Nelson Gallery-Atkins Museum
4525 Oak St.
Kansas City, Missouri 64111

Dear Mr. Martin:

Thanks very much for your help in obtaining transparencies for the story. I am borrowing No. 218 (two transparencies) and No. 89 (one transparency), and am enclosing the rest, in case you might need them soon for another purpose. I'll get the ones we're using back to you promptly.

Again, thanks for your help.

Regards,

Neal Barrett, Jr.
Director-Promotion

NB/bj

att

February 25, 1975

Mr. Charles B. Johnson
Art Critic
The Sacramento Bee
P. O. Box 15779
Sacramento, Calif. 95813

Dear Mr. Johnson:

This is a followup to your contact with the Nelson Gallery earlier this year in connection with The Chinese Exhibition.

Enclosed are a recent news release, three captioned black-and-white photographs, and a descriptive color flyer about the exhibition. We have added your name to our distribution list for all publicity materials related to our planning.

We trust we'll be seeing you here in Kansas City in April, May, or June. Please let us know your plans for a visit.

Sincerely,

Robert K. (Rob) Martin
Project Director

February 25, 1975

C

Mrs. J. S. French
4901 Wornall Rd.
Kansas City, Mo. 64112

D

Dear Mrs. French:

Thank you for your letter of February 21.

I very much appreciate your invitation and would like to address your group at 1:30 p.m., April 7, on behind-the-scenes aspects of planning the visit of The Chinese Exhibition, as well as a description of the collection itself.

At this point, I'm not certain that this will be a slide presentation, but that is a detail we can discuss by phone at the time you let me know the location of your meeting.

E

Enclosed is a pamphlet about the exhibition.

Thank you for your interest, and I'll look forward to hearing from you.

Sincerely,

Robert K. (Rob) Martin
Project Director

Bi-Centennial

February 25, 1975

Mrs. Sophie Himelstein
City Hall - 13th Floor
414 E. 12th St.
Kansas City, Mo. 64106

Dear Mrs. Himelstein:

This is a followup to your contact with The Nelson Gallery in reference to The Chinese Exhibition.

We want very much to coordinate planning for the visit here of "The Exhibition of Archaeological Finds of the People's Republic of China" with your planning for Kansas City's 125th anniversary this spring.

Certainly, we would like the Chinese visit to be an all-area activity, with educational and promotional tie-ins at many levels. In this regard, we have already written to many groups, including merchants' associations (a copy of that letter is enclosed).

Additionally, we will be meeting with the KC Chamber of Commerce this week.

Again, we want to cooperate with you. Please let us know your plans and how we may help.

Sincerely,

Robert K. (Rob) Martin
Project Director

February 25, 1975

C Ms. Florence Cyhel
Advertising-Macy's
1034 Main
Kansas City, Mo. 64105

D Dear Ms. Cyhel:

Enclosed please find some informational materials which you requested in relation to The Chinese Exhibition.

P The memorandum entitled "Merchants in the Greater Kansas City Area" will give you the proper terminology to be used in any display. If you require additional information or photographs, please let us know. We would be delighted to help with your planning in any way we can.

Thank you for your interest in the exhibition and we look forward to hearing you again.

from you

Y Sincerely,

Beverly Rosenberg (Mrs.)

Contact: Rob Martin

MEMORANDUM

February 25, 1975

To: M. Wilson/S. Songer

From: R. Martin

Subject: WKCMO TELEVISION

Stan Cramer and a camera crew will be filming in the oriental galleries beginning at 10:00 a.m., Wednesday, February 26. They will arrive at the west doors with a large dolly which will be used in the galleries as a mount for a camera tripod.

Please alert the guards at the north and west doors.

Thank you.

MEMORANDUM

February 25, 1975

To: John Budd

From: Rob Martin

Subject: Initial Release

We'd like this release distributed to all daily and weekly newspapers in Missouri, Kansas, Illinois, Nebraska, Iowa, Oklahoma, ~~plus~~ selected big city dailies (50,000) in all states west of the Mississippi. (Or, please have somebody provide a distribution that makes sense. Not having access to an Editor & Publisher Yearbook, Ayers, etc. is a problem.)

I'd also like to see a selected magazine distribution, but I don't know how to handle this. It's a selection that needs a perspective relating to art, history, contemporary events, etc.

Will be in touch.

##

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

MEMORANDUM

February 26, 1975

To: Distribution

From: Rob Martin *RM*

Subject: Exhibition Photographer

John Lamberton has been retained as the photographer for purposes of publicity and documentation requirements related to The Chinese Exhibition.

In this capacity he will be in the exhibition area on a regular basis during the construction period. From time to time he will require special assistance in obtaining proper coverage of the various phases of activity. Your cooperation in working with him will be very much appreciated.

If you have requirements relating to John's capacity, please let me know.

CC:

L. Sickman ✓
R. T. Coe ✓
G. McKenna ✓
S. Songer ✓
A. Tompkins ✓
L. Eikleberry ✓
R. Taggart ✓
K. Taggart ✓
M. Wilson ✓
Capt. Fletcher ✓
Mrs. Rahm ✓

February 26, 1975

CMr. Charles Bailey
Editor
The Minneapolis Tribune
425 Portland Avenue
Minneapolis, Minn. 55415

Dear Mr. Bailey:

It was a pleasure talking with you today. Naturally, we're delighted about your planned Sunday supplement feature on the Nelson Gallery-Atkins Museum and The Chinese Exhibition, and we want to help you in every way possible.

PEnclosed are printed and pictorial materials which we presently have available. We're working on others and will be distributing them to you as they become available. We're also putting together a collection of behind-the-scenes photographs which may be of interest to you; you'll be receiving them shortly.

YAs I indicated to you, Mr. Sickman is in Washington this week and Marc Wilson is leaving for the same destination tomorrow. Your request relating to phone interviews will be passed on to them next Monday.

We greatly appreciate your interest and look forward to talking with you next week.

Sincerely,

Robert K. (Rob) Martin
Project Director

cc: L. Sickman/M. Wilson

Office

MEMORANDUM

February 26, 1975

To: Ellyn Abloff

From: Rob Martin

Subject: Photo Engargements

Dear Ellyn:

PEnclosed are the two Black-and-White 4 x 5 negatives depicting the "Flying Horse" for use in making the giant enlargements. which we discussed. We'll need these negatives back as soon as you're finished with them.

YAlso enclosed are all the printed materials we have been distributing to various groups. These are provided for background purposes and to indicate proper usage of terminology.

YThe 10-, 30-, and 60- second broadcast spots will be in your hands by the end of the week.

File

MEMO TO: Rob Martin
 FROM: Marc F. Wilson

February 27, 1975

This memorandum is just a reminder of small items concerning publicity which might be dealt with in the next couple days.

- 1) Please prod Joan Stanley-Baker about contacting the China Institute in New York about films. I do know they offer a series about the techniques of traditional Chinese crafts.
- 2) What about Betty Jean Stanford's 5-state mailing list? Is this worth pursuing? If so perhaps now is the time to *Convention Bureau*
221-5242
- 3) Please try to contact Bill Nicks of TWA (891-7500, X8294). He promised to mail posters to all TWA offices in the western part of the United States.

125
125

Marc
Marc F. Wilson

MFW/d

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

MEMORANDUM

February 27, 1975

To: Sherwood Songer

From: Rob Martin

Subject: KCMO TV

KCMO is in the building today to continue filming for their special program on the Gallery and The Chinese Exhibition. They have requested Marc Wilson's approval to stay on after hours to film, and Marc has given his authorization.

They will be in the building until approximately 10:00 p.m. today (2/27) and tomorrow night (2/28).

MEMORANDUM

February 27, 1975

To: Marc Wilson
From: Rob Martin
Subject: KCMO-TV's Written Request
CC: Larry Sickman

Marc:

I'm recommending your carrying this with you to Washington, in the event the temper of things, moods, attitudes, etc. will permit a frank discussion with Mr. Hsieh.

I asked Stan Cramer to phrase his request in the polite manner he has in order to test the Chinese news media policy." You'll note the station wants to do everything from filming the arrival of the collection (including unpacking) to taping a Chinese curator talking about the collection.

This is probably as expansive a request as we're likely to receive from any communications organization,-- international, national, or local.

I'm asking that you carry Larry's copy along, and if time and deliberation permit, that you discuss this with him. It may well be our last face-to-face encounter with Hsieh before April.

KCMO TELEVISION

125 EAST THIRTY-FIRST STREET KANSAS CITY, MISSOURI 64108 816/531-6789

February 25, 1975

Mr. Robert K. Martin
The Chinese Exhibition Office
Nelson Gallery - Atkins Museum
4525 Oak
Kansas City, Missouri 64111

Dear Rob:

As we have been discussing, KCMO-TV is beginning production of a thirty-minute prime time film documentary dealing with "The Exhibition of Archaeological Finds of the People's Republic of China." The documentary will detail the Gallery's preparations for the Exhibit and will, of course, feature the Exhibit itself.

The program will be broadcast at 7:30 PM on Saturday, April 19, 1975, and because of the prime viewing hour it will be possible for approximately 2 1/2 million people throughout the Midwest to see the program.

Because the program will air before the Exhibit opens to the public, it will be necessary for us to obtain, in advance, all the visuals possible.

We would hope to receive permission to film the arrival, uncrating and set up of the Exhibit. I realize that security is of the essence and I can assure you that we will present no security problems. The filming will be completed entirely by KCMO-TV cameraman Charles Campbell and me. While supplementary lighting would be desirable for filming the arrival and set up, if necessary we would be willing to complete the work under the condition of no additional lighting. In either case, we would be as unobtrusive as necessary and in no way would we interfere with normal set-up activities.

It is our firm resolve to provide specific and accurate narration dealing with each piece of the displayed Exhibit that is included in the program. As a means of assuring that accuracy, and to lend valuable credence to the program as a whole, we are requesting that a member of the Chinese delegation attached to the Exhibit, record that part of the narration. This could be accomplished on an audio tape recorder and off camera, with the dignitary reading from a text that has met with his prior approval.

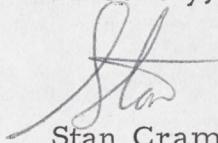
Mr. Robert K. Martin

-2-

The display of the Archaeological Finds of the People's Republic of China in Kansas City is indeed a rare opportunity for Midwesterners to learn firsthand about the cultural history of a people so similar in occupational background. Our goal in producing the program is two-fold: To entice all viewers to come and see the Exhibit; and to permit those who cannot come to Kansas City to gain some knowledge about the cultural heritage of the People's Republic of China.

Because of the pressing deadlines and production schedules, we would hope these matters can be resolved at the earliest possible time.

Sincerely,



Stan Cramer
Director of Community Affairs
KCMO-TV

SC:pab

cc: Mr. Laurence Sickman

Mr. Ralph T. Coe

Mr. Marc F. Wilson

Would like some background material
on the Chinese Exhibition to print
in their little newsletter

Contact Debbie Kussick
436-6500 Ext 46

or home

452-6404

3001 N.E. 56th St
K.C. Mo. 64119

J.C. Nichols company wants to dispense
information about the Show to
the Plaza Association for their
publicity thrust

have sent them
all preliminary
work to date

Plaza magazine

Exec Dir
Assoc. of Community
Art Councils
of Kansas -

Romalyn Gilghman
Ks

117 W. 10th
Topeka, Ks
666 12

(913) 296-3335

"Ensemble"

Newsletter to

5,000 - primarily
state

1st week in January

Minimum number we are able to accept per each group reservation is 25

GROUP SCHEDULING - Archaeological Fairs of the
CHINESE ARCHAEOLOGICAL TRAJECTORY
People's Republic of China

Name of Group _____ Group _____

From: City _____ State _____

Group Representative with whom we should correspond:

Name _____ Phone () _____

Address _____

Street _____ City _____ State _____ Zip _____

Day and Date Requested _____ Time Requested _____

1st Choice _____

2nd Choice _____

3rd Choice _____

4th Choice _____

Arriving at Exhibition via Chartered Bus _____ Car _____

Number of Vehicles _____

Arriving Kansas City via Air Line _____ Bus _____ Car _____

Lunch at Gallery by Reservation Only. Please check if you
wish further information on lunches. _____

For Office Use Only

Date Rec'd. _____ Phone _____ Letter _____

Scheduled on Master Sheet _____

Added to Group Listing _____

Information Sent - Date _____

File Folder Made _____

Special Instructions:

SMILES -- A 1400-year-old Chinese Buddha produces a lookalike smile from one young visitor to Kansas City's Nelson Gallery--Atkins Museum. The Nelson -- which houses one of the finest Oriental ~~art~~ collections in the western world -- will be ~~one of only two U.S. galleries~~ to show the famed Chinese Exhibition, now at the National Gallery of Art in Washington. The exhibition, featuring art treasures dating back a half-million years, will be on display in Kansas City, Mo. from April 20 through June 8, ~~after which it will return to Peking.~~

- 0 - ?

From: John A. DeMilia
Carl Byoir & Associates, Inc.
800 Second Avenue (212) 986-6100
New York, New York 10017

For: KANSAS CITY

Slug: SMILES

Neg. No.: KC 78-R8-6A and KC 78-R8-3

SMILES -- A 1400-year-old Chinese Buddha produces a lookalike smile from one young visitor to Kansas City's Nelson Gallery--Atkins Museum. The Nelson -- which houses one of the finest Oriental collections in the western world -- will show the famed Chinese Exhibition, now at the National Gallery of Art in Washington. The exhibition, featuring art treasures dating back a half-million years, will be on display in Kansas City, Mo. from April 20 through June 8.

From: John A. DeMilia
Carl Byoir & Associates, Inc.
800 Second Avenue (212) 986-6100
New York, New York 10017

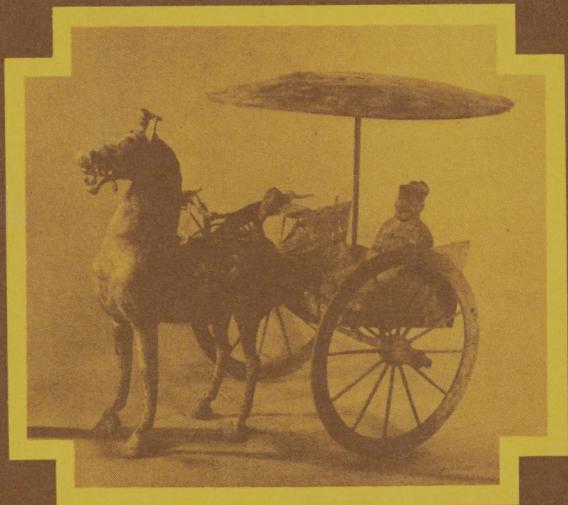
For: KANSAS CITY
Slug: SMILES
Neg. No.: KC 78-R8-6A and KC 78-R8-3

2375



The Chinese Exhibition

Metro Shuttle Service



Metro

Kansas City Area Transportation Authority
1627 Main, KC Mo. 64108



KC Metro

The Metro . . . a better way to enjoy the Chinese Art Exhibition.

Parking facilities are extremely limited at the Nelson Art Gallery. Crowds are expected to reach all-time highs. Why waste your valuable viewing time looking for a parking space? Why let the crowd build up in front of you? There is a better way . . . Ride The Metro.

Two special Metro Park & Ride shuttles will be in service for the duration of the Chinese Art Exhibit.

THE PLAZA SHUTTLE:

Metro shuttle buses will operate between the Sears parking lot on the Plaza and the Nelson Art Gallery each day the gallery is open. Routing is shown below with passenger pick-up at indicated stops.

Service will begin one hour before the Nelson Art Gallery opens. Frequency of service will be every 20 minutes or more frequently if crowd size warrants. At the gallery, buses will load and unload at the main north entrance.

SOUTH OAK SHUTTLE

On Saturdays, Sundays and holidays, the Metro will operate a Special Park & Ride Shuttle with three passenger pick-up points between Volker Road and 51st Street on the east side of Oak. Special Park and Ride lots are located at:

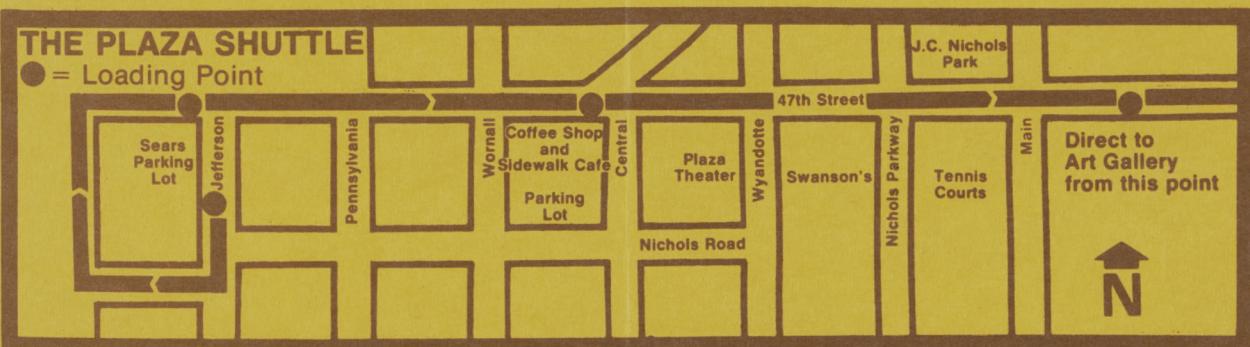
- Lynn Insurance—51st & Oak
- University of Missouri, Kansas City
—50th & Oak
- Midwest Research Institute
- Volker Road & Oak (Oak St. entrance)

Service will begin 1 hour before the gallery opens on Saturdays, Sundays and holidays (only). Frequency of service will be every 20 minutes or more frequently if crowd size warrants. At the gallery, buses will load and unload at the main north entrance.

FARES:

Metro Chinese Exhibit Shuttle buses will operate at regular fares. One way adult fare is 40c, children (ages 5 through 11) 20c and Senior Citizens with Golden Age ID cards will pay 25c. Transfers will be issued and accepted where applicable.

Our special thanks to the J. C. Nichols Company (Sears lot), Lynn Insurance Co., UMKC and Midwest Research Institute for making their parking facilities available to Metro Riders during the Chinese Art Exhibition.



**Special Charter Service also available.
Call 471-6299 for complete information.**

The Chinese Exhibition

The Exhibition of Archaeological Finds of the People's Republic of China

The William Rockhill Nelson Gallery-Atkins Museum of Fine Arts

April 20th to June 8th, 1975

中华人民共和国出土文物展览

MEMORANDUM

TO: Laurence Sickman

FROM: Marc F. Wilson

SUBJECT: COST OF ILLUSTRATED CATALOGS

I. Numbers and distribution

HARDBOUND - available for delivery	3,850
SOFTBOUND - available for delivery	44,021
	<u>47,871</u>

PRESENTATION FOR FREE

SOFTBOUND - N.E.H.	1,550
Library exchange	50
Gift	17
	<u>1,617</u>

HARDBOUND - N.E.H.	12
Chinese Working Group	300
	<u>312</u>

AMOUNT REMAINING FOR SALE

SOFTBOUND	5% of sales: \$8,480.80	42,404 (92.3%)
HARDBOUND	5% - 1,320.75	3,538 (7.7%)
		<u>45,942</u>

II. Costs

SALES COSTS

4 sales people/day @ 76.80/day X 50 days	\$3,480.00
1 sales person/day @ 19.20/day X 35 days	672.00

COPYRIGHT FEES

PHOTOGRAPHIC WORK	3,000.00
	<u>620.00</u>
	<u>\$7,772.80</u>

ARTWORK, PRINTING, BINDING

Softbound	\$156,274.55
Hardbound	21,175.00

PERCENTAGE ALLOCATED FIGURES

SOFTBOUND \$156,274.55 +(92.3% of \$7772.80)	\$7174.29	= \$163,451.84
HARDBOUND \$ 21,175.00 +(7.7% of \$7772.80)	\$ 598.51	+ 21,773.51
		<u>\$185,225.35</u>

Catalog costs
Page 2

COSTS PER VOLUME

Hardbound - \$ 21,773.51 / 3,538 =	\$6.15/vol. (7.50 ret.)
Softbound - \$163,451.84 / 42.404 =	\$3.85/vol. (4.00 ret.)

THEORETICAL PROFITS BASED ON FULL SALE

SOFTBOUND - (\$0.15 x 42,404)	\$ 6,360.60
HARDBOUND - (\$1.35 x 3,538)	4,776.30
	<u>\$11,136.90</u>

Profit margin = 3.89% of sales price

Catalog Costs
page 3

N.E.H. PARTICIPATION

CREDIT - contribution toward catalog	\$25,000.00
Salaries of 4 sales personnel (max. chargeable)	<u>3,760.00</u>
	<u>\$28,760.00</u>

DEBIT

Softbound catalogs - 1,550 @ \$3.85	5,967.50
Hardbound catalogs - 12 @ 6.15	73.80
Postage and freight on catalogs	<u>808.00</u>
	<u>6,041.30</u>

TOTAL CATALOG PARTICIPATION	\$28,760.00
	<u>-6,041.30</u>
	<u>\$22,718.70</u>

% = \$22,718.70/185,225.35 TWELVE (12) PERCENT

Advance Booking : CHINESE ARCHAEOLOGICAL TREASURES

Date Received 1-31-70Name of Group No. K.C. Mo. City StateGroup Representative : Mrs. Leslie ConnerAddress 622 E. Meyer Blvd.City, State, Zip K.C. Mo.Phone 363-6794 64131Check enclosed for Tickets-
Amount \$ _____

Day and Date Requested for C.A.T. Booking Time

1st Choice _____

We (do, do not) desire
booking for tour of your
permanent collections.

2nd Choice _____

Check if desired - -

3rd Choice _____

General _____ Oriental _____

Other _____

Lunch for groups by reservation only; check if information
desired. 1-31Arriving Gallery via Bus Car Accommodations while in Kansas City
No. of Vehicles _____

Office Use Only: Daily Master _____; Log _____; Daily Conf. _____; Card File _____;

'older _____; Group Listing _____; Edc. _____; C.L. _____; Letters 1-31; _____; _____;

Pkt. _____; Tickets _____; Recp't. Sent _____; Monthly Coded Clndr. _____

Phone 1 Letter _____Send information will send her ideas to
asked her to send in for publicity
on paperBob
Martin

Leslie Conron

Has ideas on publicity for Chinese
Exhibition within the Kansas City
area.

Has talked to Marc and has told
him she will be willing to make
suggestions in relation to publicity
and follow up on these.

On Board of several cultural organizations
in the city

Also talked with John Prine of Etc.
(this is a very w highly rated
informative TV program in the area -
on weekday mornings- I think 9:30

Spoke
w/ Bob
story
prine

Advance Booking : CHINESE ARCHAEOLOGICAL TREASURES

Date Received _____

Name of Group

J. C. Nichols Co. Inc.

City

State

Group Representative :

Anita Rhoads

Address

310 Ward Parkway

Check enclosed for Tickets-

City, State, Zip

64112

Amount \$ _____

Phone

561-3456

Exp 30

Day and Date Requested for G.A.T. Booking

Time

1st Choice

Send out of material

2nd Choice

Send new material

3rd Choice

Send new material

We (do, do not) desire
booking for tour of your
permanent collections.

Check if desired --

General _____ Oriental _____

Other _____

Lunch for groups by reservation only; check if information
desired. _____

Arriving Gallery via

Bus Car

Accommodations while in Kansas City

No. of Vehicles

Office Use Only: Daily Master _____; Log _____; Daily Conf. _____; Card File _____;

Folder _____; Group Listing _____; Edc. _____; C.L. _____; Letters _____; _____; _____;

Info. Pckt. _____; Tickets _____; Recp't. Sent _____; Monthly Coded Clndr. _____

Phone _____

Letter _____



DENVER MUSEUM of NATURAL HISTORY

CITY PARK • DENVER, COLORADO 80205 • USA

TELEPHONE: (303) 399-0870

ALLAN R. PHIPPS, PRESIDENT
RICHARD M. DAVIS, VICE PRESIDENT
CHARLES J. BEISE, 2ND VICE PRESIDENT
BRUCE E. DINES, TREASURER
W. SCOTT MOORE, SECRETARY
CHARLES T. CROCKETT, ACTING DIRECTOR

February 28, 1975

Mr. Robert Martin,
Public Relations Director
The Nelson Gallery of Art- Atkins Museum
4525 Oak St.
Kansas City, Missouri 64111

Dear Mr. Martin,

Robert Wright, curator of photography, and I will accompany 40 members of this museum's National Association to Kansas City on May 17, 1975 to view your gallery's great exhibit of recent archaeological finds from the People's Republic of China.

Mr. Wright will film the trip in 16mm color for a half hour segment in a series the museum has been invited to produce for KRMA-Channel 6, Denver's educational television station.

He and I would like to film some of the archaeological finds at a time when there are no visitors in your gallery. Would it be possible for you to secure permission from representatives of the People's Republic of China for a private filming session before the gallery opens to the public on Sunday, May 18th or Monday, May 19th?

Mr. Wright will film with 16mm Ektachrome film, using a portable Sungun equivalent to 750 watts. He would bounce light from your ceilings, if possible, or off a 30" x 40" piece of white cardboard, which would absorb heat from the light. He would not have light directly on the artifacts.

If representatives of the People's Republic of China feel that the above plans would be unsatisfactory, Mr. Wright requests permission to film portions of the exhibit - privately - in 35mm color slides, using a strobe unit, which does not generate heat, for light source. Such slides could be incorporated into the television show we will produce for KRMA.

Sincerely,

Veronica Dolan
Veronica Dolan

Public Relations Consultant

303-388-4465